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The impact of relationship quality on customer loyalty in Tanzania hotel industry: a case study of the New Dodoma hotel

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**THE IMPACT OF RELATIONSHIP QUALITY ON CUSTOMER
LOYALTY IN TANZANIA HOTEL INDUSTRY: A CASE STUDY
OF THE NEW DODOMA HOTEL**

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MASTER OF BUSINESS ADMINISTRATION

THE UNIVERSITY OF DODOMA

OCTOBER, 2017

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LOYALTY IN TANZANIA HOTEL INDUSTRY: A CASE STUDY
OF THE NEW DODOMA HOTEL**

By

Obedi Lemburis Ngalesoni

A Dissertation Submitted in Partial Fulfilment of the Requirements of Master of
Business Administration at the University of Dodoma

The University of Dodoma

October, 2017

CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the University of Dodoma a dissertation entitled “*The Impact of Relationship Quality on Customer Loyalty in Tanzania Hotel Industry: A Case Study of the New Dodoma Hotel*” partial in fulfilments of the requirements for degree of Master of Business Administration at the University of Dodoma.

.....
Dr AMANI TEGAMBWAGE

(SUPERVISOR)

Date

DECLARATION

AND

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I OBEDI LEMBURIS NGALESONI declare that this dissertation is my own original work and that it has not been presented and will not presented to any other university, for a similar or any other degree award.

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DEDICATION

Dedicated to Lemburis and Martha

ACKNOWLEDGEMENTS

God has been everything throughout my MBA studies. He has made everything possible by giving me strength, good health, ability to accomplish this study etc. I thank him for everything especially for the people mentioned below.

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ABSTRACT

The study has aimed to assess the impact of relationship quality on customer loyalty in Tanzania hotel industry. It was carried out in New Dodoma hotel as the case study. The specific objectives are to understand Relationship Quality (RQ) at New Dodoma hotel, to assess customer loyalty level at the New Dodoma hotel and to examine the impact of RQ on customer loyalty at New Dodoma hotel.

A cross sectional and descriptive research design was adopted. A sample size of 100 respondents was obtained through systematic sampling techniques. Quantitative data were analyzed using simple descriptive statistics and inferential statistics.

Findings from this study pointed that there was a good relationship quality and a high level of customer loyalty at the New Dodoma Hotel. Therefore, from the findings presented above, it has been concluded that relationship quality has an impact on customer loyalty in Tanzania Hotel Industry.

It is recommended that, The New Dodoma Hotel should continue to provide good service to their customers so as to increase customer loyalty as well as to attract new customer and the New Dodoma Hotel advised to train their staff so as to increase their customer relation skills which will ensure the customer to believe the hotel staffs that are concerned for their well-being.

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LIST OF ABBREVIATIONS

RQ	Relationship Quality
SD	Standard Deviation
UDOM	University of Dodoma
B2B	Business to Business
SMEs	Small and Medium Enterprises
UK	United Kingdom
USA	United State of America
MNP	Mobile Number Portability

CHAPTER ONE

INTRODUCTION

1.0 Chapter Overview

This chapter presents the background information to the study, statement of the research problem, objectives, research questions and it winds up by showing the significance of the study.

1.1 Background of the Study

The concept of quality for ensuring customer satisfaction to achieve customer' loyalty and subsequent repeat business, has always been a normal situation on the part of many theorists and practitioners (Bowen and Chen, 2001). The quality of service actually encourages satisfying customer to return for repeat visits to the same hotel, and conversely, low quality of service leads to low satisfaction, discouraging customers from returning (Morgan & Hunt, 1994). This incident, is a widely-held truth, provided the hotel offers quality service to gain customer satisfaction and, in return customer loyalty (Reinatz, 2000).

The increasing global market competition, many hotel companies are facing challenges in retaining customers, some market researchers have proven that most hotel industry in Europe and in the U.S. lost half of their customers for every five years (Raynolds, 2000).By raising satisfaction or quality standards, hotel industries gradually raise the customer' expectation level, which then makes it more difficult and more costly to please them (Kotler, 2002). Holding onto a returning customer is important in a hotel because over time they reduce the cost of service, a returning

customer knows the product; requires less information, purchases more services, is willing to pay higher prices for those services, and willingly offers word-of-mouth recommendations to others (Robert et al., 2003).

In addition, delivering best quality services to customers is considered the most efficient way to ensure that an organization stands out from the group of competitors and avail the privilege to be known as best among all (Sasser, 1990). The main ingredients that are involved in a high quality relationship between customer and supplier are trust and commitment; trust means confidence and security in any relationship and can be treated as the biggest investment in building a long term relationships trust is developed between the two parties when they experience flawless and satisfied motives between each other (Gronroos, 1994). As a result of knowing more about each other, all the doubts and risks are minimized and leads to inevitably smooth business (Christopher et al., 1991). Lack of trust, on the other hand, weakens the relationship foundation; as a result chances of uncertainty and conflicts increase (Rapp, 1990).

Relationship quality (RQ) is an extended issue of relationship marketing. RQ refers to a customer's perceptions of how well the whole relationship fulfills the expectations, predictions, goals, and desires the customer has concerning the whole relationship (Gummesson, 1987). RQ is a manifest of positive a relationship outcomes that reflect the strength of a relationship which meets the need and expectation of involved parties (Crosby et al., 1990). This relationship forms the overall impression that a customer has concerning the whole relationship they have

with any service providers (Gronroos, 1994). RQ in service sectors can be divided into two; professional relation and social relation (Gummesson, 1987). Professional relation is grounded on the service provider's demonstration of competence, whereas social relation is based on the effectiveness of the service provider's social interaction with the customer (Doney, 1997). In other words, RQ can be seen from professional and/or social relations. To be successful in building this relationship, the service provider should not only focus on professional relation but at the same time emphasizes on customer's social interactions. This is crucial because customer sees RQ can be achieved through the salesperson or service employee's ability to reduce perceived uncertainty through interpersonal interaction (Zeithaml, 1981).

The increasing competition in the market, customer loyalty has become a decisive factor in the long-term business profits (Doney, 1997). High customer loyalty is the high enter- barriers for the competitor to enter the market (Rowley, 2000). Customer loyalty contributes to reduce marketing costs (Sasser, 1990). Companies have to invest quite much time and money when they attract new customers, this process always go through a long time period associated with uncertainty risks (Kotler, 2004). The number of loyal customers as a sign of market share is more meaningful and significant than the number of customers (Baker, 2000). More loyal customers mean high profits; loyal customers will continue to purchase or receive the product or service from the same enterprises, and willing to pay the higher prices for the quality products and first-class services, thereby increasing sales revenue and total (Bowen and Shoemaker, 1998).

Loyal customers are less likely to switch because of price (Rowley, 2000). In addition, they make more purchases than similar non-loyal customers (Sasser, 1990). Kotler (2004) states, loyal customers serve as a “fantastic marketing force” by providing recommendations and by spreading positive word-of-mouth, forming the best available advertising activities a company can get. Loyal customers increase sales by purchasing a wider variety of products and by making more frequent purchases (Doney, 1997). Bowen and Shoemaker (1998) found loyal hotel customer had higher food and beverage purchases than non-loyal customer. They also found loyal customer cost less to serve, in part because they know the product and require for less information (Kotler, 2000).

Different studies on RQ and customer loyalty were conducted by various researchers, for example Yee (2003), Miller et al.(2010), Chiew et al.(2011) and Chong et al.(2015) explained that for the service provider to maintain customer loyalty must consider four important aspects such as trust, satisfaction, commitment and service quality in business. Besides they mentioned that a high customer satisfaction is important in maintaining a loyal customer base in business to business (B2B).

Kim et al. (2001) did a study in the restaurant sector and found that a brand image directly affects attitudinal while the RQ does not moderating the effect on brand image on mature customer’s attitudinal loyalty. In addition positive moderating role on RQ exist between brand image and behavioral loyalty and quality of service will result in a high customer loyalty (Kong, 2008). Moreover, Soderlund(2006) found

that customer loyalty is the outcome of high service quality within the restaurant and general retail stores, also better measurement model is obtained when re-patronage intention and word of mouth intentions.

Lee et al. (2011) did a study in bank industry and found that network banking helps banks to develop relationship marketing by delegating tasks to customers, thus improving customer loyalty, furthermore commented that crisis handling relationships between service quality, RQ, and customer loyalty while deregulation of financial institutions has increased competition customer loyalty in Taiwanese Internet banks can be increased by improving service quality and RQ. The reviewed literature mainly focused on RQ and customer loyalty in various areas like banking industry, retail store, and little in hotel.

Therefore, there was inadequate knowledge on the impact of RQ on customer loyalty in hotel industry. It is this gap which has prompted this study to be undertaken to fill the gap. Therefore, this study will focuses to examine the impact of RQ on customer loyalty in Tanzania hotel industry.

1.2 Statement of the Problem

Improving RQ is a critical component of the hotel industry's value proposition to the customers (Geffen, 2009). RQ today has become not only the language of every business enterprise, but also an important concept in various services (Kassim, 2010). Consequently, the hotel industry spends millions of dollars per year to better assess RQ and understand the elements of customer loyalty (Kotler, 2000).

Several studies were conducted by different researchers on the RQ and customer loyalty in various industries. For example, Yee (2003), Miller et al. (2010), Chiew et al. (2011) and Chong et al. (2015) found that for service provider to maintain customer loyalty must consider four important aspects such as trust, satisfaction, commitment and service quality in business. Besides, they mentioned that a high customer satisfaction is important in maintaining a loyal customer base in business to business (B2B).

Kim et al. (2001) did a study in the restaurant sector and found that a brand image directly affects attitudinal loyalty while the RQ does not moderating the effect on brand image on mature customer's attitudinal loyalty. In addition the positive moderating role on RQ exists between brand image and behavioral loyalty and quality of service will result in a high customer loyalty (Kong, 2008). Moreover, Soderlund(2006) found that customer loyalty is the outcome of high service quality within the restaurant and general retail stores. Lee et al. (2011) did a study on the bank industry and found that network banking helps banks to develop relationship marketing by delegating tasks to customers, thus improving customer loyalty. The reviewed literature mainly focused on RQ and customer loyalty in various areas like banking industry, retail store, and little in the hotel. Therefore, there was inadequate knowledge on the impact of RQ on customer loyalty in hotel industry. Therefore, the purpose of this study was to fill in that gap by focuses on the impact of RQ on customer loyalty in Tanzania hotel industry.

1.3 Objectives of the Study

1.3.1 General Objective

The broad objective is to examine the impact of RQ on customer loyalty in Tanzania hotel industry.

1.3.2 Specific Objectives

The study specifically aimed to

- i. To understand RQ at New Dodoma hotel.
- ii. To assess customer loyalty level at New Dodoma hotel.
- iii. To examine the impact of RQ on customer loyalty at New Dodoma hotel.

1.4 Research Questions

- i. What is the level of RQ at New Dodoma hotel?
- ii. What is customer loyalty level at The New Dodoma hotel?
- iii. What is the impact of RQ on customer loyalty at The New Dodoma hotel?

1.5 Significance of the Study

This contributes to knowledge by documenting the impact of RQ on customer loyalty in Tanzania hotel industry. It provides various managerial implications, especially in determining which aspects to be focused on in building a long term quality relationships. It is essential for managers to recognize the determinants of customer loyalty in order to secure hotel sustainability and gain a competitive edge. This study assists managers in determining the most significant dimensions they should focus on in building long term quality and profitable relationship with

customers. This research also enables managers in hotels to direct and allocate appropriate resources in creating loyal customer.

1.6 Organization of the Study

The study consists of five chapters. The chapter and themes are as follows;

Chapter one presents the background of the study, the statement of the research problem, research objectives, research questions, significance of the research and organization of this research work.

Chapter two contains of the literature review, it presents definitions of the key terms used in the research, their importance, theoretical framework, empirical studies, conceptual framework and the research gap.

Chapter three presents the methodology of the study, it consists of the research approach, research approach, area of the study, population of the study, sample size, sampling procedure, sources of data, collection methods, research instruments, pilot study, data analysis, reliability and reliability and finally the research ethics.

Chapter four details the findings of the study, their analysis as well as interpretation; it begins with demographic characteristics of the participants and the main findings of the study in three objects and finally,

Chapter five presents conclusions and recommendations, it begins with the summary of the main findings presented in chapter four, conclusion, recommendation and suggesting areas for a future research study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Chapter Overview

This chapter presents the definitions of the key terms, theoretical and empirical literature review, related to the problem under study. It also presents the conceptual framework of the study and winds up with a research gap.

2.1 Definition of Key Terms

2.1.1 Relationship Quality

RQ refers to the quality of the communication between an organization and its customers (Keating, et al., 2003). RQ can be considered as the overall evaluation of the relationship's strength and the extent to which, it satisfies the needs and expectations of customer based on the customer's past experiences (Crosby et al., 1990). RQ is also found to be a better predictor of behavioral intention than service quality and it differs significantly from service quality (Roberts et al., 2003).

From the firm's perspective, RQ is regarded as the quality of communication, intensity of information sharing and satisfaction with the relationship between businesses (Lages, 2005). On the other hand, customers are concerned about the relationship between them and the service provider and often evaluate the relationship by using past experiences and encounters with the service provider (Crosby et al., 1990). Therefore, from the customer's viewpoint, RQ can be achieved through the ability of sellers to reduce the perceived risk involving in providing services (Chen et al., 2008). RQ is high when the customer is willing to rely on and

has a confidence towards the service provider's future performance, as a result of satisfactory past performance (Crosby et al., 1990).

RQ is also viewed as the trade-off between value and risk, in which the improvement in the value of the customer's relationship with a firm will lead to the reduction in the customer's perceived uncertainty (Crosby et al., 1990). Uncertainty reduction is not only the important aspect of RQ but it also includes interaction efficiency, transaction cost reduction and social need fulfillment (Hennig et al., 1997). In the addition, increased in the duration of the exchange relationship will cause the RQ to increase (Crosby et al., 1990). In this study RQ was defined Thuru and Klee (1997) asserted as the degree of appropriateness of a relationship to fulfill the needs of the customers associated with the relationship. Better RQ is accompanied by a greater satisfaction, trust and commitment (Bajs, 2015).

2.1.2 Customer Loyalty

Customer loyalty is defined as the customer's intention of a long term commitment to repeat purchase or patronize the same service providers in the future (Parasuraman, 1996). Loyal customer will convey positive word-of-mouth about the company and recommend relevant products to the others (Crosby, et al., 2003). They engage in behavior that helps the company to gain the positive brand reputation among the competitors (Crosby, et al., 2003).

Loyal customers are committed to repurchase and patronize a preferred product or services and they are not easy to switch to purchase from other brands or services (Kassim, 2010). In order to create a loyal customer, the company needs to establish a good relationship with customer by giving concern to customers and encouraging them to future repurchase (Crosby, et al., 2003).

Loyalty can be categorized as active loyalty and passive loyalty. Active loyalty refers to the people whom like to spread word-of-mouth and have a high intention to use a specific product or service (Kong, 2008). On the other hand, passive loyalty refers to the people who are not easy to switch under the less positive condition or the competitive offerings provided by competitors (Kong, 2008).

There are three main aspects of loyalty, which are behavioral loyalty, attitudinal loyalty and composite loyalty. Behavioral loyalty is defined as the customers' intention to repurchase and patronize the products or services (Rowley, 2000). Attitudinal loyalty refers to the customers who attempt to influence others to use the products or services through word-of-mouth or recommend the relevant products or services to other (Parasuraman, 1996). Composite measurement of loyalty is the combination of behavioral loyalty and attitudinal loyalty that explains the customer loyalty based on customer preferences and repeat purchase (Zeithamal, 1998).

Customer loyalty shows the degree in which the customer is doing repeated purchase behavior from the same service provider; have a positive attitude towards

the service provider, and only consider using this service provider when needed (Kassim, 2010).

Last but not least, in order to maintain and enhance the customer's loyalty, the company has to understand and fulfill the customer basic needs and wants (Gronroos, 1990). Moreover, a hotel need to add value to its services provided to customers so as to increase the purchase frequency, purchase quantity, and avoid switching behavior (Zeithaml, 2004). In addition, Rust et al. (2004) proposed two additional items including consumer's willingness to share information with others and consumer's willingness to test services developed by the firm.

2.1.3 Customer Satisfaction

Customer satisfaction can be defined in many ways, one of which is a person's feeling of pleasure or disappointment from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Kotler, 2000). Customer satisfaction is a complex process of various aspects, which operate in a coherent manner and form attitudes of customers towards a hotel industry. Customer satisfaction is a satisfied feeling toward the performance of product/service after they consume or use it (Beatson et al.,2008). In the process of forming customer satisfaction, the economic factors, emotional attitudes, and habits of consumers are acting. According to (Chavan *et al.*, 2013), hotel business depends very much on the quality of the customer service provided and overall satisfaction of customers. A satisfied customer is willing to use the same product despite of the change in price and time (Fraering *et al.*, 2013).

2.1.4 Customer Concept

According to Berry (1983) customers are people who consume, need, or benefit from the product or the results of its function because each function in an organization certainly has a goal and its own customers. Totally, customers can be divided into two distinct categories, namely internal and external customers. An external customer is someone who is not part of an organization and just purchases and uses the company's products or services. In addition to external customers, every organization has its own internal customers that are important as well as external customers. An internal customer is any member of organization who receives a product or service and instead offers a product or service in all stages of organizational or operative processes (Jafari & Fahimi, 2000).

2.1.5 Relationship Marketing

The concept of relationship marketing was presented initially in the context of service organizations. It is defined as a business strategy to attract, maintain, and improve customer relations with technology development (Berry, 1983) and companies are paying to create beneficial relationships based on to optimize customer perceptions value. Some others defined relationship marketing as a process to identify, build, maintain, strengthen, and if necessary terminate their mutually beneficial relationships with their customers and other stakeholders so that the objectives of all the parties involved are met (Gronroos, 1999). Kotler (2004) defined relationship marketing as an effort to create, maintain, and enhance strong relationships with target customers and stakeholders. They believe that marketing is

increasingly moving away from individual transactions to build strong relationship with customers and other marketing networks.

2.1.6 Service Quality

Service quality as a multi-dimensional construct commonly based on customer judgments about service supplier and customer interactions and services itself (Zeithaml *et al.*, 1996). According to Parasuraman *et al.* (1996), service quality is seen as the difference between customers' expectations and perceptions of service with the view of building a competitive advantage. This indicates that delivering quality service means conforming to customer expectations on a consistent basis and could be assessed by probing whether perceived service delivery meets, exceeds or fails to meet customer expectations (Oliver, 1979).

2.2 Theoretical Framework

2.2.1 Social exchange Theory

The theory attempts to explain the nature of the relationships between service quality, perceived value, satisfaction and loyalty. The theoretical model adopted for this study was derived from the social exchange theory. Homans (1958) which postulates that all human relationships are formed by the use of cost-benefit analysis and comparisons of alternatives. Homans suggested that when an individual perceives the cost of a relationship outweighs the perceived benefits, then the person will choose to leave the relationship. The theory further states that persons that give much to others try to get much from them, and persons that get much from others are under pressure to give much to them.

The social exchange relationships between two parties develop through a series of mutual exchanges that yield a pattern of reciprocal obligations to each party. Social exchange theory indicates that individuals are willing to maintain relationships because of the expectation that to do so will be rewarding. Individuals voluntarily sacrifice their self- benefits and contribute these benefits to other individuals with the expectation for more future gains.

Thibaut and Kelly (1959) propose that, whether an individual retains a relationship with another one depends on the comparison of current relationship, past experience and potential alternatives. The constant comparison of social and economic outcomes between the series of interactions with current partners and available alternatives determines the degree of an individual's commitment to the current relationship. The theory is appropriate for this study because service encounters can be viewed as social exchanges with the interaction between service provider and customer being a crucial component of satisfaction and providing a strong reason for continuing a relationship (Barnes, 2007).

Social exchange theory attempts to account for the development, growth and even dissolution of social as well as business relationships. In other words, people (or business firms) evaluate their reward - cost ratio when deciding whether or not to maintain a relationship. Rewards and costs have been defined in terms of interpersonal (e.g. liking, familiarity, influence), personal (gratification linked to self esteem, ego, personality) and situational factors (aspects of the psychological

environment such as a relationship formed to accomplish some task). In the services context, considering the level of interpersonal contact needed to produce services.

2.2.2 Attraction Theory

(Arosen, 1980) postulates that one is attracted to others on the basis of physical appearance and personality, Proximity (liking others who are physically close to us), Similarity (liking others who are like us), familiarity (liking those who have frequent contact with us), reciprocity (liking others who like us) and barriers (liking others we cannot have). According to this theory of attraction, if a relationship gives us more reward and pleasure than cost and pain, we will like that relationship and wish it to continue. As so, customers can be attracted to quality services based on their convenient choices as their trust on the company, physical attractiveness of the hotel & service quality offered.

2.2.3 Equity Theory

Messick and Cook (1983): holds that people develop and maintain relationship in which rewards are distributed in proportion to costs. When share of rewards is less than what is demanded by equity people are likely to experience dissatisfaction and exit relationship.

These relationship theories indicate the benefits of creating relationships with customers which leads to building of customer loyalty. The purpose of building relationships with customers is to retain customers in the existing hotel. And by retaining them the loyalty is created and loyalty intern, results in superior long-term

financial performance (Gitomer, 1998). Loyalty is the biased behavioral response expressed over time by customers with respect to one provider out of many providers accompanied by a favorable attitude (Bajs, 2015). Any hotel manager should be understandable essence of relationship in order to build customer loyalty.

Relationship will dissolve if mutual benefits can't secure (Oliver, 1979). Such theories can be used for better understanding how customers may initiate in the creation of customer loyalty through relationship. Despite such a significant effort, the marketing literature has overlooked the role of equity developing customer loyalty. Social exchange theory and social psychology studies have shown that equity perception derives from the proportionality between the "outputs (benefits)/inputs (costs)" ratios experienced by a part (e.g., the customer) and counterpart (e.g., the firm).

Moreover, according to the social identity theory, people tend to classify themselves into different social categories. That leads to evaluation of objectives and values in various groups and organizations in comparison with the customer's own values and objectives. They prefer partners who share similar objectives and values. Sussmann and Vechio (1982) offered Identity-related dispositions as an antecedent of behavioral intentions which relate in turn to overt behavior. Such dispositions include social attachment to the organization, such attachment being akin to organizational commitment. A hotel manager can draw lessons from social identity theory to inspire customers in the realm of creating and maintaining relationships, because relationships is seen as mediated by such and other factors.

2.3 Empirical Studies

Caruana (2002) conducted a study on investigation the relationship between service quality and customer loyalty in the Mobile Telecommunication industry in Ghana. The research was conducted at the time when Ghana has just introduced the Mobile Number Portability (MNP) system which provides dissatisfied customers the opportunity to port to other networks in search for better mobile services. The literature review revealed that although quality is an elusive and indistinct construct which may vary from one person to another or even from one situation to another it can be assessed by probing whether perceived service delivery meets, exceeds or fails to meet customer expectations. A total of 400 questionnaires were administered out of which 311 valid responses were obtained for the study. The findings from the study revealed that service quality variables such as Tangibles, Responsiveness, Reliability, Assurance and Empathy have a positive influence on customer loyalty through customer satisfaction. Besides, customer satisfaction was found to have a direct relationship with customer loyalty. The study recommends that mobile operators should endeavor to improve the quality of mobile services offered to clients in order to achieve brand Loyalty.

Miller et al. (2007) conducted a study on how RQ can influence customer loyalty or loyalty in the business-to-business context. Building on prior research, they propose RQ as a higher construct comprising trust, commitment, satisfaction and service quality. This study was conducted in a business-to-business setting of the courier and freight delivery service industry in Australia. The survey was targeted to Australian Small to Medium Enterprises (SMEs). Two methods were chosen for

data collection: mail survey and online survey. The total number of usable respondents who completed both survey was 306. As the results show, to maintain customer loyalty to the supplier, a supplier may enhance all four aspects of relationship quality which are trust, commitment, satisfaction and service quality.

Lucy (2007) conducted the study on relationship quality and customer loyalty in internet grocery shopping in the UK. Building on an extensive literature review, RQ is conceptualized and examined for its theoretical applicability via an initial qualitative study, followed by a quantitative phase using structural equation modeling analysis with the data collected by a survey of 519 Internet grocery shoppers. The results show that RQ is positively associated with customer loyalty in Internet grocery shopping. Among the dimensions of RQ, relationship satisfaction has the strongest direct effect on the formation of customer loyalty. In addition, loyalty can be also developed through perceived relational investment and affective commitment. Moreover, it is found that perceived relational investment from the Internet grocery retailer indirectly influence customer loyalty. Contrary to expectation, trust plays a very unimportant role in developing customer loyalty in Internet grocery shopping. The finding also indicates that e-service quality has a significant effect on e-satisfaction in Internet grocery shopping. In order to see whether the multi-component RQ model can perform better than the global RQ model, a comparison is made between the aggregated and the disaggregated model of RQ. The results indicate that the disaggregated model performs much better than the aggregated one.

Chong et al. (2015) conducted the study on the dimensions of RQ (satisfaction, commitment, trust and perceived quality) that can affect customer loyalty in airline industry in Malaysia. A quantitative research design has been chosen and convenience sampling has been used to select target respondents, airline passenger. A cross sectional study was carried out where 300 sets of self-administered survey questionnaires have been disseminated and of it, 204 sets are qualified. The hypotheses and linear relationship between variables have been tested by using Multiple Linear Regression (MLR) Analysis and Pearson Correlation Analysis. The findings of this research recommended that commitment, trust and perceived quality are all positively and significantly influence on customer loyalty in airline industry in Malaysia. However, satisfaction was found to have positive but insignificant relationship with customer loyalty in Malaysian airline industry.

Chiew et al. (2011) conducted the study to examine the relationship between dimensions of RQ (trust, satisfaction, communication, commitment and service quality) and customer loyalty in Malaysia. Questionnaires were distributed, collected and analyzed to obtain a statistical result to justify the hypotheses made. The result of this study revealed trust, satisfaction, commitment and service quality has a positive relationship with customer loyalty whereas communication has no direct positive relationship with customer loyalty.

Susanta et al. (2013) conducted the study on the effects of RQ on customer advocacy; the purpose of this study was to analyze the influence of satisfaction, trust and commitment to loyalty and its impact on customer advocacy. The hypotheses

were tested with structural equation modeling using survey data from 178 customers of a commercial bank in Indonesia. Satisfaction and commitment have direct effect on advocacy, but trust hasn't. Loyalty mediates the relationship between trust and advocacy, while commitment has the greatest effect on advocacy.

Kim et al. (2001) conducted the study to examine whether or not the relationship quality moderates effects of restaurant experiences on customer loyalty, specifically for the segment of full-service restaurants and mature customers. Using a series of (moderated hierarchical) regression analyses, the hypotheses of this study were tested based on respondents from 208 general U.S.A full-service restaurant mature customers. The findings support a moderating role of relationship quality on effects of several items: atmospherics, service quality, food quality, price fairness, and brand image that represent experiences at restaurants. Last, according to the study findings, brand image directly affects attitudinal loyalty while the relationship quality does not moderate the effect of brand image on mature customers' attitudinal loyalty. However, an analysis reveals, a positive moderating role of relationship quality exists between brand image and behavioral loyalty.

Söderlund (2006) measures customer loyalty with multi item scales and with an explicit assumption that several discrete facets of loyalty exist. The author conducts two empirical studies in service settings (restaurants and general retail stores), using multi item measures to collect data on customer satisfaction re-patronage intentions, and word-of mouth intentions. The empirical findings of Söderlund (2006) demonstrated that a better measurement model is obtained when re-patronage

intentions and word-of-mouth intentions are modeled as two separate factors as opposed to one single factor.

Yee (2003) conducted a study to examine how RQ can influence customer loyalty in the business-to-business (B2B) context. By targeting a Malaysian wooden product manufacturer as case organization, tailored questionnaire surveys were sent with responses of 36 business customers. The study proposes a theoretical framework of RQ, customer perceived quality (using a modified Grönroos's model of bi-dimensional service quality theory involving both product and services aspects) as antecedent of RQ and business loyalty as ultimate dependent variable. The findings of this study suggest that customer satisfaction towards service provider can be improved by focusing on their perceived quality on both service and product. Customer loyalty and RQ consequently can be enhanced by increasing customer satisfaction.

Lee et al. (2011) investigated the relationships between service quality, RQ, and customer loyalty while deregulation of financial institutions has increased competition in the Taiwanese banking industry, the advent of e-commerce has provided business opportunities for consumer financing operations. Network banking helps banks to develop relationship marketing by delegating tasks to customers, thus improving customer loyalty. It was found that crisis handling relationships between service quality, RQ, and customer loyalty while deregulation of financial institutions has increased competition Customer loyalty in Taiwanese Internet banks can be increased by improving service quality and RQ.

Vilte et al. (2010) conducted a study aims to identify the dimensions of RQ that enables professional services companies to establish long-term relations with their clients and fosters the loyalty of the client. The theoretical framework of relationship quality dimensions and customer loyalty interrelationship in a sample of 74 Lithuanian companies' managers buying IT service has been empirically tested. The findings suggest that the three variables (functional quality, trust, and commitment) have a significant effect on IT services customer loyalty. Functional quality construct is the most important in building long-term relationship with customers in a professional services market.

2.4 Research Gap

Despite the fact that an extensive research has been done in the area related to RQ and customer loyalty, there are some gaps left which need further study. Previous studies for example, Yee (2003), Miller et al. (2010), Chiew et al., (2011) and Chong et al. (2015) conducted in business to business (B2B) industry and found that for service provider to maintain customer loyalty must consider four important aspects such as trust, satisfaction, commitment and service quality in business. Kim et al. (2001) did a study in the restaurant sector and found that a brand image directly affects attitudinal loyalty while the RQ does not moderating the effect on brand image on mature customer's attitudinal loyalty. Soderlund(2006) found that customer loyalty is the outcome of high service quality within the restaurant and general retail stores. Lee et al. (2011) did a study in bank industry and found that network banking helps banks to develop relationship marketing by delegating tasks to customers, thus improving customer loyalty. The reviewed literature mainly

focused on RQ and customer loyalty in various areas like banking industry, retail store, and little in hotel particularly in Tanzania. Therefore, there was inadequate knowledge on the impact of RQ on customer loyalty in hotel industry. It is this gap which has prompted this study to be undertaken to fill the gap.

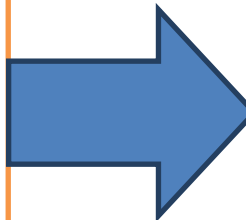
2.5 Conceptual Framework

Conceptual framework is a written or visual presentation that explains either graphically, or in narrative form, the main things to be studied the key factors, concepts or variables and the presumed relationship among them (Miles & Huberman, 1994).

Independent variable

Relationship quality

- **Trust**, believing that the other party will fulfil the needs.
- **Commitment**, continuity between relational partners.
- **Customer satisfaction**, overall attitude formed based on the experience after purchase the product



Dependent variable

Customer loyalty

- Customer willing to purchase the product
- Repurchase the product
- Recommend the product

Figure 2. 1: Conceptual Framework

Source. Researchers` Own Construct from Literature Reviewed

The chart above shows the proposed conceptual framework that used in this research project. The proposed framework is developed from the reviewed literature (Robert et al., 2003).

The conceptual framework above shows that the independent variable is the RQ(trust, satisfaction, and commitment) and the dependent variable is customer loyalty(purchase,repurchase and recommend the products).This means that after customers experienced good RQ, they must be loyal by repurchase,repeat to purchase and recommend their friends about the products (Crosby et al., 2003).The purpose of this framework is to serve as a guidance which governs this research towards achieving the objectives.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Chapter Overview

This chapter highlights on the research approach and design used in this study. It explains about the area of the study, population, sample size, sampling techniques employed and data collection methods. It also discusses on how data were analyzed, on how reliability and validity of data were ensured then it winds up by explaining on the ethical considerations.

3.1 Research Approach

This study has used quantitative research method because is capable of generating quantifiable data on a large number of customers, who are representative of a wider population and also by considering the objectives of the study. Furthermore, the results generated by the quantitative method, were analyzed in a rigorous and statistical manner, and this ensures the validity and reliability of the research findings (Saunders, *et al.*, 2007).

3.2 Research Design

According to Churchill (2002) a research design is the overall plan for connecting the conceptual research problems to the pertinent (and achievable) empirical research, also articulates what data is required, what methods are going to be used to collect and analyze these data, and how all of this is going to answer your research questions. It is a means that is to be followed in completing the research study. This study has used explanatory research design and cross sectional research design. It

has study used explanatory research design because it aims to identify any causal links between RQ and customer loyalty in New Dodoma hotel. The study has used cross sectional research design because is relatively inexpensive and allow the researcher to collect a great deal of information quite quickly (Kothari, 2006).

3.3 Area of Study

This study was conducted at New Dodoma hotel in Dodoma Municipality. It was selected because is the mostly popular hotel in Dodoma Municipality, which is the capital city of Tanzania.

3.4 Population

A population refers to an entire group of individuals, events or objects having a common observable characteristic (Mugenda & Mugenda, 1999). The targeted populations for this study were customers of New Dodoma hotel.

3.5 Sample Size

The sample size was 100 customers of the New Dodoma hotel. The sample size of 100 was enough to get adequate information for the study. Previous studies, for example, which investigated the dimensions of RQ that enables professional service companies to establish a long term relationship with their clients conducted by Vitle et al. (2010), employed a sample size of 74 customers.

3.6 Sampling Procedure

According to Kothari (2006), sampling is defined as the selection of some parts of aggregate of the totality based on which, a judgment or inference about the aggregate or totality is made. Sampling methods can be classified as probability and non-probability sampling (Churchill, 2002). Probability samples are selected in such way that, every element of the population has a known, nonzero likelihood of selection that is there is no bias in the choice (Bryman & Bell, 2015). Each element, each customer, in the sampling frame has an equal chance of being chosen. However, non-probability samples are those in which specific elements from the population have been selected in a non-random manner (Kothari, 2006). It is a process of selecting a group of people, events, behaviour, or other elements with which to conduct a study. An important issue influencing the choice of a sampling technique is whether a sampling frame is available, that is, a list of units comprising the study population.

During the study, the researcher employed systematic sampling. Systematic sampling used because all respondents had the same probability of selection, and easy to select, sample evenly spread over entire reference population and it is difficult to get sampling frame from area of the study (Kombo & Tromp, 2006). The two step system was taken and it was easier to manage, because customers were using various services in the respective places in the hotel.

3.7 Source of Data

3.7.1 Primary Data

According to Kombo and Tromp (2006), primary data is the information gathered directly from the respondents. This is through questionnaires, interviews, focused group discussions, observations and experimental studies (Kombo& Tromp, 2006). Primary data in this study were collected through questionnaires because it saved time, information can be collected from a large population, confidentiality could be quite upheld and the study was more quantitative.

3.7.2 Secondary Data

According to Kombo and Tromp (2006), secondary data are data source neither collected directly by the user nor specifically for the user. It involves gathering data that are already been collected by someone else. This involves the collection and analysis of published material and information from internal sources. Secondary data, were obtained from hotel report's which were submitted for compilation and decision making and historical data and information related to RQ in various departments.

3.8 Data Collection Methods

According to Healy and Perry (2000) data collection method can be defined as the technique used in collection of data. Data collection method aims at gathering specific information aimed at proving or refuting some facts (Kombo & Tromp, 2006). There are several ways of collecting appropriate data which differ

considerably in context of money costs, time, nature of the study, objectives of the study and other resources at the disposal of the researcher.

Secondary sources of data were obtained from books, journals, internet, and newspapers, reading different studies conducted by other people and staff records from New Dodoma hotel for the review of the related literature. Primary data were collected through questionnaires which were derived from research objectives and questions.

3.9 Research Instruments

3.9.1 Questionnaires

Questionnaire is a research instrument consisting of a series of questions and other prompt for the purpose of gathering information from respondents (Kothari, 2006). The two sets questionnaire was prepared in order to collect information on the impact of RQ on customer loyalty in New Dodoma hotel. The first sets of questionnaires were for English language for those respondents who were able to speak and write and the second which was translated into Swahili by linguist hired by the researcher. Close ended questionnaire tool were used. Close ended questionnaires are in the form of multiple choices. Questionnaires that were used for this study were adapted from Ndubisi et al. (2003).

3.10 Pilot Study

Before attending to the field for data collection, the researcher conducted a pilot study to pre-testing of data collection tools to check for their relevance in collecting

the intended data. Pre testing helped the researcher to improve the collection tools in such a way that, it will be easy to administer such tools in the field (Kombo & Tromp, 2006).

In the field the researcher had two sets of questionnaires. English questionnaires for those customers who were able to speak and write accurately and for none English speakers were translated into Swahili language by a linguist hired by the researcher, so as to enable them to understand and easily give responses.

3.11 Data Analysis

According to Kombo and Tromp (2006), data analysis refers to examining what has been collected in a survey or experimental and making deduction and inferences. There other two types of data analyses which are qualitative and quantitative methods (Creswell, 2002). This study employed quantitative data analysis because is capable of generating quantifiable data on a large number of customers who are representative of a wider population and also by considering the objectives of the study.

Analysis has been done based on the research objectives which were being presented according to the research objectives. Quantitative data were analyzed by using a simple descriptive statistics and inferential statistics. Descriptive statistics were used to analyze data which deal with age, level of income, education attainment and gender of all respondents (customers),but inferential statistics (regression analysis)

also were used to analyze data which deal with the impact of RQ on customer loyalty in the New Dodoma hotel.

3.12 Data Reliability and Validity

3.12.1 Data Reliability

Reliability can be referred as an extent to which a scale is free of random error and thus, produces consistent results (Shao & Sirkin, 1998). It is used to check the consistency of answers provided by the respondents as well as ensure questionnaire designed are error free. The reliability test shows that the data for this study were reliable for the respondents whom participated in the survey, with a reliability coefficient of Cronbach's Alpha 0.874. This coefficient of alpha is suggesting that the items have relatively high consistency. It is noted that a reliability coefficient of 0.70 or higher is considered acceptable in most social science research situations. Follow the recommendations made by Anderson (2006), a factor loading greater than 0.50 was considered to be very significant. In this study reliability was assured via pilot study. The pilot study tested data collections instruments as suggested by Bagozzi (1991) that helps to check if respondents understood the questions in the same way.

3.12.2 Validity of Data

According to Shao and Sirkin (1995), validity refers to the degree to which a test measures or rather, the scale measures what the measurer thinks it does. Validity was improved by the application of various methods and sources of information such as questionnaire adopted from various studies (Ndubisi et al., 2003) and were

pre-tested and review of various publications in order to validate data which were collected.

3.13 Research Ethics

Ethics are norms or standards of behavior that guide moral choices about people's behaviors and relationships with others so as, to ensure no one is harmed or suffers consequences from research activities (Cooper and Schindler, 2006). The researcher explained the study purpose and benefits so as to make participants comfortable. The researcher also explained the participant's rights and protections; as well the researcher remained within the aims of the research, maintained objectivity and confidentiality.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.0 Chapter Overview

This chapter presents the findings of this study; it provides the demographic details of the respondents, as well presents the main findings and discussions in the chronology of the research objectives.

4.1 Demographic Characteristics of the Respondents

This part provides the demographic characteristics of the respondents in the categories of age, sex; level of education attained as well the income level.

4.1.1 Age of the Respondents

Finding have indicated that 5% of the respondents were between 18-30 years, 26% between 31-40 years, 38% between 41-50 years, 25% were between 51-60 years while the rest 6% were aged above 60 years (Table 4.1). This implied that, all age groups were considered in this research. Results generally depicted that, majority of them were between 41-50 years (38%) most probably, because most of people were employed and earned good salaries which made them to afford for the services provided at New Dodoma hotel.

Table 4. 1: Age of Respondents

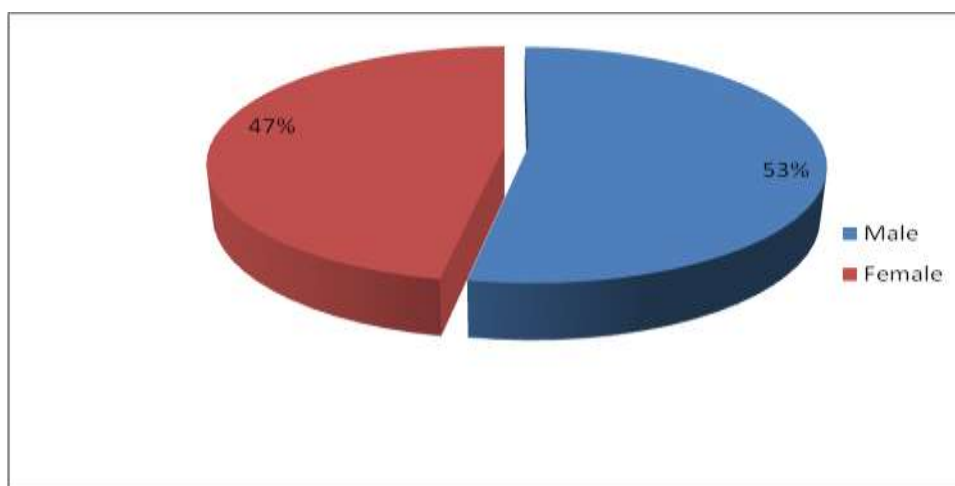
Age	Frequency	Percent
18-30	5	5
31-40	26	26
41-50	38	38
51-60	25	25
Above 60	6	6
Total	100	100

Source: Survey Data (2017)

4.1.2 Gender of Respondents

Data have shown that, females were 47% while male counterparts were 53% of the total respondents (Figure 4.1). This implied that, both gender were considered in order to achieve valid information from the respondents and researcher has aimed at reducing gender biasness.

Figure 4. 1: Percentage Distribution of the Gender of the Respondent

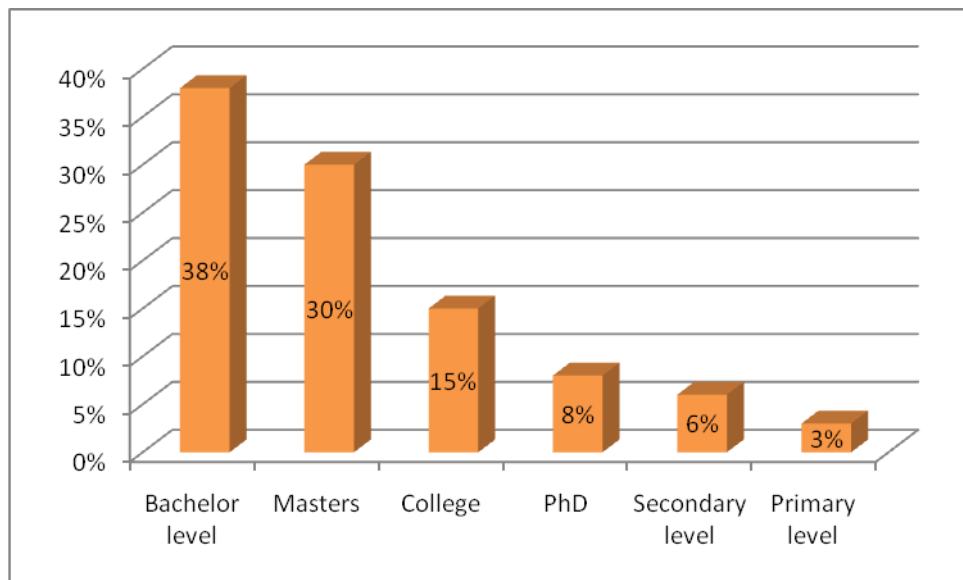


Source: Survey Data (2017)

4.1.3 Education Attainment

Data from the survey have revealed that, the majority 38% of the respondents were having bachelor degree, 30% of the respondents were having a master's degree, 8% PhD holder, 15% attained college education, 6% attained secondary level and 3% primary level. This implies that majority of the customers at the New Dodoma Hotel were educated hence, they demanded good RQ for customer loyalty. However, 38% of respondents were attained bachelor degree probably, because the Tanzania government offers loans for higher learning students who undertake courses bachelor degree and 3% attained primary level, due to fact that people are satisfied with primary school level and many concluding that, further studies were not necessary for them(Figure 4.2).

Figure 4. 2: Respondents Distribution by Level of Education



Source: Survey Data (2017)

4.1.4 Respondent's Income

The researcher was interested to understand the income of the respondents whom received services at the New Dodoma Hotel. The results have shown that, 35% of the respondents had an income between 2,000,000 and 3,000,000Tsh per month. The 22% have an income between 1,000,000 and 2,000,000Tsh per month, 10% between 500,000 and 1,000,000Tsh and 35% had an income of more than 3,000,000Tshs per month. These results implied that, the majority (88%) of them was the high income earners with the income of more than 1,000,000 Tsh per month, this could due to services at the New Dodoma hotel being very high or expensive to afford (Table 4.2).

Table 4. 2: Respondents Income

Income (Tshs)	Frequency	Percentage
Less than 500,000 per month	2	2
Between 500,000 and 1,000,000 per month	10	10
Between 1,000,000 and 2,000,000 per month	22	22
Between 2,000,000 and 3,000,000 per month	35	35
More than 3, 000,000 per month	31	31
Total	100	100

Source: Survey Data (2017)

4.2 Main Finding

This section explains and discuss the main findings of the study in chronology of the research objectives.

4.2.1 Relationship Quality at New Dodoma Hotel

The first objective was to understand the RQ at the New Dodoma Hotel. A five point Likert scale, were used to measure the mean of the responses from the respondents. A mean below 3.0 were concluded as an unfavorable indicator while a mean above 3 were concluded as a favorable indicator.

4.2.1.1 Trust

A five point Likert scale were used to measure the value of responses from the respondents. The value below 3.0 means that the respondents disagreed with the statement, while the score of 3.0 was regarded that, were neutral and the value above 3.0 means that the respondents agreed with the statement.

Results from this study have shown that, a mean of 4.0700 (SD= 1.05653) of the responses indicated that customers were willing to rely on the hotel services. Findings also have shown that the mean of 3.5100 (SD= 1.36696) had confidence in the hotel services. Furthermore, a mean of 3.0200 (SD=1.37054) indicated that, the hotel staff were concerned for their wellbeing. However, a mean of 4.2900 (SD =0.80773) has shown that, the hotel staff had high integrity but also the mean of 4.2200 (SD= 0.98041) indicated that, the hotel they were also honest. Finding have shown that the overall responses on the trust with a mean of 3.8220 (SD= 0.87980) which has revealed that, customers had a trust with service provided at the New Dodoma Hotel (Table 4.3).

This is supported by Wong and Sohal (2002) on their research on trust, commitment and relation quality and their research showed that the higher levels of trust and commitments can be considered to retain customers and organization profitability. There is evidence suggesting that the firm's intentions to customize services and the size of the firm have a positive impact on the trust of the buyer (Tam and Wong, 2001).

Table 4. 3: The Respondents Response on the Trust at the New Dodoma Hotel

Trust	Mean	SD
I am willing to rely on the hotel services	4.0700	1.05653
I have confidence in the hotel services	3.5100	1.36696
I believe the hotel staff are concerned for my well-being	3.0200	1.37054
The hotel staffs have high a integrity	4.2900	0.80773
The Hotel staffs are honest	4.2200	0.98041
Overall trust	3.8220	0.87980

Source: Survey Data (2017)

4.2.1.2 Customer Satisfaction

A five point Likert scale was used to measure the value of responses from the respondents. The value below 3.0 means that respondents disagreed with the statement while the score of 3.0 was regarded that neutral and the value above the 3.0 means that the respondent agreed with the statement.

Data from the survey presented in Table 4.4 indicated out that the mean of 4.2700 (SD= 0.76350) shows that, they were satisfied with the services at the New Dodoma hotel, Results also have shown that, the mean of 4.3900 (SD= 0.81520) agreed that the hotel services always met their expectations while the mean of 4.3500 (SD 0.85723) has revealed that, customers were delighted with the services provided by the hotel, However, the a mean of 4.2700 (SD= 0.76350) indicated that, customers were satisfied with the overall performance of the services provided by the hotel with but also the mean of 4.2800, (SD= 0.63691) has shown that, the customers were happy with the services provided by the hotel. The overall responses on customer satisfaction was the mean of 4.3150 (SD= 0.44469), This means that there was a very good RQ at the New Dodoma Hotel since customers were satisfied with the services provided which were hotel brought by the good overall attitude formed, based on the experience after purchasing the services.

According to Chavan *et al.* (2013), hotel business depends very much on the quality of the customer service provided and the overall satisfaction of customers. A satisfied customer is willing to use the same product despite of the change in price and time (Fraering *et al.*, 2013). These findings also supported with the study by Chiew *et al.* (2011), who pointed out that maintaining customer satisfaction is the good RQ which has a positive relationship with customer loyalty.

Table 4. 4: The Respondents Response on the Customer Satisfaction at the New Dodoma Hotel

Satisfaction	Mean	SD
The hotel services always meet my expectations	4.3900	0.81520
I am delighted with the services provided by the hotel	4.3500	0.85723
I am happy with the services provided by the hotel	4.2800	0.63691
I am satisfied with the overall performance of the services provided by the hotel	4.2700	0.76350
Overall satisfaction	4.3150	0.44469

Source: Survey Data (2017).

4.2.1.3 Commitment

A five point Likert scale were used to measure the value of responses from the respondents. The value below 3.0 mean that the respondents disagreed with the statement, while the score of 3.0 was regarded that the respondent were neutral and the value above the 3.0 means that the respondent agreed with the statement.

Table 4.5 presents the result which shows that, the value of a mean of 4.4700 (SD= 0.61060) which indicated that, customers felt emotionally attached to the hotel and the mean of 4.3100 (SD 0.72048) shows that, customers would continue to deal with it they because they genuinely enjoyed their relationship with it; Not only , a mean of 4.5100 (SD= 0.61126) shows the responses which agreed that it was important for them to maintain relationship with the hotel, but also the overall response for the commitment at the New Dodoma hotel was the mean of 4.4300 (SD= 0.49982). This

revealed that, the New Dodoma Hotel managed to build good RQ with the customers as they were committed to provide quality services to them.

Findings on this objective are supported by findings on a similar study by Vilte et al. (2010), which found out that commitment have more significant on the IT services customer loyalty and building a long relationship with customer in a professional service market.

Wong and Sohal (2002) researched on trust, commitment and relation quality, and their study showed that, the higher levels of commitment can be considered to retain customers and organization profitability. However, it is believed that according to Doney(1997) buyers base on which suppliers and sales persons that they can trust to make current purchase decisions and long-term relationship commitments.

Table 4. 5: The Respondents Response on the Commitment at the New Dodoma Hotel

COMMITMENT	Mean	SD
I feel emotionally attached to the hotel	4.4700	0.61060
It is important for me to maintain relationship with the hotel	4.5100	0.61126
I continue to deal with the hotel because I genuinely enjoy my relationship with it	4.3100	0.72048
Overall satisfaction	4.4300	0.49982

Source: Survey Data (2017).

The study has found out that there was a good RQ at the New Dodoma Hotel, since it has managed to maintain the three important dimensions of RQ which are trust, customer satisfaction and commitment.

4.2.2 Customer Loyalty Level at the New Dodoma Hotel

The customers were requested to give their views on their level of loyalty towards the New Dodoma hotel. A five point Likert scale was used to measure the value of responses from the respondents. The value below 3.0 means that respondents disagreed with the statement, while score of 3.0 indicated that the respondent were neutral and the value above 3.0 means that the respondents agreed with the statement.

From the Table 4.6 the mean of 4.3200 (SD= 0.708960) which indicated that, they intended to continue using services from this hotel for a long time, which means that they were satisfied with the services they received at and they wanted to continue to use the services for the long time. Furthermore the mean of 4.3300 (SD= 0.77921) indicated that, customers would continue using the hotel services, even if hotel's price were lower. This shows that customers felt comfortable to continue use the services at any cost as long as the hotel continues to maintain RQ and customer loyalty. The results have shown that the customer loyalty at the New Dodoma Hotel was very high as the mean of 4.2400 (SD= 0.69805) indicated that, customers would encourage friends and relatives to use such services offered by this hotel. Furthermore they were ready conveying positive word-of-mouth about the company and recommended such relevant products others. Not only that, the mean of 4.1800

(SD= 0.85729) indicated that customers were willing to say positive things about this hotel to other people but also the overall results have shown that a mean of 4.3075 (SD 0.47654) which reveals that there was a good customer loyalty at the New Dodoma Hotel.

Earlier literature stated that, In order to create a loyal customer, a company needs to establish a good relationship with customer by giving concern to customers and encouraging them to future repurchase (Crosby, et al., 2003). Loyal customers are committed to repurchase and patronize the preferred product or services and they are not easy to switch to purchase from other brands or services (Kassim, 2010). Therefore, there is a high level of customer loyalty at the New Dodoma Hotel as a customer are ready to say positive things about the hotel, to encouraged friends and relatives to use services offered by this hotel as well intended to continue using this hotel for a long time.

Table 4. 6: Customer Loyalty at the New Dodoma Hotel

Customer loyalty	Mean	SD
I intend to continue using services from this hotel for a long time	4.3200	0.708960
Even if hotel' price was lower; I shall go on use the hotel services	4.3300	0.77921
I will encourage friends and relatives to use the services offered by this hotel	4.2400	0.69805
I am willing to say positive things about this hotel to other people	4.1800	0.85729
Overall customer loyalty	4.3075	0.47654

Source: Survey Data (2017).

4.2.3 The Impact of RQ on Customer Loyalty at New Dodoma Hotel

Table 4.7 shows three important elements, thus R, R² and the adjusted R² at 0.001 significance level. R shows a significant positive association of 0.708 which is 70.8%. The R² relationship value =0.501 meaning 50.1% of the variance in the model can be predicted using the independent variables or in simple words 50.1% of customer loyalty is impacted by the RQ.

Table 4. 7: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708a	.501	.485	.47405

Predictors: (Constant), Predictors: (Constant), Trust, Commitment, Customer Satisfaction Correlation is significant at the 0.000 level (2- tailed)

Source: Survey Data (2017)

The customer satisfaction having the highest beta value of (beta= 0.554, p=0.001) and commitment had (beta = 0.290, p=0.001) as shown in Table 4.8. This means that, customer satisfaction was the most significant RQ variable which have an impact to the customer loyalty compared to the other independent variables, although surprisingly, the study statistically significant (p=0.01) have negative relationship between trust and customer loyalty which where (B= -0.161, p=0.01) meaning that, trust had a negative impact in customer loyalty. These findings are in line with the study done by Lucy (2007), who found out that, RQ is positively associated with customer loyalty in Internet grocery shopping. She also found out

that, among the dimensions of RQ, satisfaction has the strongest direct impact on the formation of customer loyalty.

Table 4. 8: Regression Coefficients

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.375	.636		-.590	.557
	Commitment	.383	.104	.290	3.698	.000
	Satisfaction	.823	.112	.554	7.339	.000
	Trust	-.161	.058	-.214	-2.752	.007

a. Dependent Variable: customer loyalty.

Source: Survey Data (2017)

Overall the findings have revealed that, there was a good RQ, high level of customer loyalty and the RQ had an impact on customer loyalty at the New Dodoma hotel.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Chapter Overview

This chapter gives the summary, conclusions and recommendations from the study. It starts by presenting summary of the findings, conclusions and recommendations of the study.

5.1 Summary of the Findings

This section presents the summary of the finding according to the research objectives.

5.1.1 The level of RQ at New Dodoma hotel

This study has revealed that, there was a good RQ at the New Dodoma hotel. Findings from this study have shown that the customers of the New Dodoma Hotel had the trust with services provided by the Hotel. And also there were customer satisfaction as it managed to satisfy their customers with good and quality services. Furthermore, also found out that customers at the New Dodoma Hotel had a commitment which means that there was the continuity of the good relationship between customers and the service providers which could lead to better partnership.

5.1.2 Level of Customer Loyalty at New Dodoma Hotel

Findings have discovered that, majority of the respondents were loyal to the hotel services as they agreed to encourage friends and relatives to use services offered by the hotel. They also intended to continue using such services for a long time. Not

only that, the majority stated that they were willing to say positive things about the hotel to other people but also encourage them.

5.1.3 The Impact of RQ on Customer Loyalty at New Dodoma Hotel

Findings from this study indicate that; the RQ have a great impact to the customer loyalty at the New Dodoma Hotel. This study has also found out that, among the dimensions of RQ, satisfaction has the strongest direct impact on the formation of customer loyalty more than other variables of RQ.

5.2 Conclusion

Based on the findings of this study, the following conclusions are made:

- i. There is good RQ at the Dodoma Hotel
- ii. There is high level of customer loyalty at the New Dodoma Hotel
- iii. The relationship quality has an impact on customer loyalty in the Tanzania Hotel Industry.

5.3 Recommendations

In light of the findings from this study, the following recommendations are significant for the New Dodoma Hotel to have a good RQ and customer loyalty at their Hotel:

- i. The New Dodoma hotel should continue to provide good service to their customers, so as to increase customer loyalty as well as to attract new customers.

- ii. The New Dodoma hotel is advised to train its staff on how to establish quality relationship with customers, so as to build and maintain customer loyalty.

5.4 Area for Future Research

The study was conducted at the New Dodoma Hotel as a case study, other research may be conducted in other Hotels in Dodoma as well as in other regions in Tanzania in order to gather more information that will represent all Hotels. Other research also may be conducted on the following;

- i. To assess the impact of RQ and customer Loyalty in annual turnover of the Hotels
- ii. To determine the role of RQ in hotel branding.

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APPENDICES

Appendix I: Questionnaires for Customers

Dear, Respondents

I am Obedi Ngalesoni. A second year student at the University of Dodoma (UDOM) pursuing a Master degree in Business Administration (MBA). I am carrying out a study on "*The impact of relationship quality on customer loyalty in Tanzania hotel industry*" *A case of New Dodoma hotel*. This is a part of my master's degree thesis, and your kindly support is crucial for the successful completion of this research project. Your responses will be anonymous; data will be combined and analyzed as a whole. Please attempt to answer all the questions and tick one appropriate box, that suits best your perspective for each statement.

Thank you very much for your time and assistance.

Respondent's Personal Profile

Please indicate your answer by ticking the box/circle and choose only one answer per question. It will take only a few minutes to complete!

1) Please indicate your age bracket. ()

i) Under 18

ii) 18-30

iii) 30-40

iv) 41-50

v) 50-60

vi) Above 60

3) Income of the respondents ()

- 1) Less than 500,000Tsh per month
- 2) Between 500,000 and 1,000,000Tsh per month
- 3) Between 1,000,000 and 2,000,000Tsh per month
- 4) Between 2,000,000 and 3,000,000Tsh per month
- 5) More than 3, 000,000Tsh per month

4) Educational Attainment: ()

- a) None
- b) Primary level
- b) Secondary level
- c) Certificate level
- d) Diploma level
- e) Bachelor level
- f) Master
- g) PhD

SECTION B. Relationship quality

Please indicate the extent to which you agree or disagree with each statement using by the following

1= strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree

Direction: Please put a tick mark below the number that describes your opinion

TRUST(T)	1	2	3	4	5
I am willing to rely on the hotel services.					
I have confidence in the hotel services.					
I believe the hotel staff are concern for my well being.					
The hotel staffs have high integrity.					
The hotel staff are honest					
SATISFACTION(S)					
The hotel services always meet my Expectations.					
I am delighted with the services provided by the hotel.					
I am happy with the services provided by the hotel.					
I am satisfied with the overall performance of Services provided by the hotel.					
COMMITMENT(C)					
I feel emotionally attached to the hotel.					
It is important for me to maintain relationship With the hotel.					
I continue to deal with the hotel because I genuinely enjoy my relationship with it					

SECTION C. CUSTOMER LOYALTY

Please indicate the extent to which you agree or disagree with each statement using by the following scale: 1=strong disagree, 2=disagree, 3=neutral 4= agree 5, = strongly agree.

Direction: Please put a tick mark below the number that describes your opinion.

Customer loyalty	1	2	3	4	5
I intend to continue using services from this hotel for a long time					
Even if another hotel' price is lower; I will go on using this hotel services					
I will encourage friends and relatives to use the services offered by this hotel.					
I am willing to say positive things about this hotel to other people.					

Thank you for your participation.

Appendix 2: External Examiner Corrections

S/N	Title	External Comments	Type of errors	Response From Candidate
1.	Research gap	Page 23	Research gap must appear before conceptual framework	Corrected as external examiners advised
2.	Conceptual framework	Pages 24	Update conceptual framework	Updated