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THE INFLUENCE OF FOOD QUALITY, SERVICE AND PHYSICAL ENVIRONMENT ON CUSTOMER SATISFACTION IN KWARA HOTEL, ILORIN, NIGERIA

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BACKGROUND OF THE STUDY

Customer satisfaction is a psychological concept that involves the feeling of well-being and pleasure that results from obtaining what one hopes for and expects from an appealing product and/or service (WTO, 2015). According to Masco (2017), customers will relate their dissatisfaction to eleven people, while a satisfied customer will only communicate his satisfaction to three people. The more satisfied the customers are, the most likely they are to return or prolong their stay (Churchill and Suprenant, 2012).

The business of hotels has transcended just providing shelter, and the lodging industry has become highly competitive, hence many hotels all over the world are trying their best to provide a great level of quality service, and at the same time trying to keep them affordable. In today's highly competitive market, the key to gain competitive advantage is providing high quality services, which in turn, will lead to customer satisfaction (Xie, 2014).. Service quality is a cornerstone for customer's loyalty, the quality of every services provided is very important in the hospitality industry. It is one of the vital determinants of customer satisfaction. This will directly affect the organisational success in service industries especially in places like hotels (Han and Ryu, 2014).

In the hospitality industry, service quality and customer satisfaction are the marketing priorities, and the reason why this is so is simply because they are the prerequisite for customer loyalty. Food is a very important aspect of hospitality, it is also indispensable and nobody can possibly live without food. According to Merriam Webster dictionary, food is "something that nourishes, sustains, or supplies", it is also defined as "nourishment in solid form". In the hospitality industry, customer's use of food, physical environment, services are key components in the evaluation of the quality of the services provided generally. When all of these are rightly combined, the customer will have a good perception of such an organisation which will most likely in turn, lead to customer loyalty and customer satisfaction.

Food service systems are characterized by labor intensiveness especially in the area of production, hence skilled and unskilled labor is needed. Since food is perishable, it requires being handled properly before, during, and after preparation. Menus change on a daily basis, thus, production changes daily. These characteristics create challenges in scheduling employees and production, difficulty in staffing, and high labor and food costs. Several studies have established a link between restaurant attributes and customer

satisfaction. As summarized in Liu and Jang (2014) the factors that affect customer satisfaction are food quality, service, the atmosphere or physical and price. Lim (2013) investigated into the relative factors that constitute food quality as follows: presentation; health options; taste; freshness; variety; and temperature.

Service quality, Lim (2013) intimates that since there are many restaurant options available, patrons will not hesitate to leave an establishment if they argue that since the definition of quality service varies depending on the person and the location or time, service evaluation is often subjective, as it is based on a comparison of the person's expectations and perceived performance. The instrument consists of five service dimensions as follows: tangibles, reliability, responsiveness, empathy and assurance. The tangibles include the physical appearance of the facilities, equipment, personnel and materials used to communicate with customers. Elements within the tangibles dimensions are cleanliness, space, atmosphere, appearance of service and location. Measuring elements of responsibility and reliability are speed, willingness to respond, accuracy and dependability.

Atmosphere: Lim (2013) argues that while the quality of food and service is paramount, a pleasing atmosphere may contribute to even a greater level of overall satisfaction of the customer and his/her subsequent patronage.

Price: The price of a product is highly related to its perceived value (Lim, 2013). Chen et al. (2014) define perceived price as the customer's acceptable, reasonable and fair judgment about a service's average price in comparison to its competitors. Lim (2013) observes that customers are likely to come back again and again if price is perceived to be fair. On the other hand if they perceive that the price is unfair they will complain and finally defect to other restaurants.

The importance of physical surroundings to create an image and to influence customer behavior is particularly pertinent in the restaurant industry (Hui, Dube, and Chebat, 2017; Milliman, 2016; Raajpoot, 2012; Robson, 2013; Ryu and Jang, 2017). The service businesses are trying their best to improve the quality of their services in order to bring about customer satisfaction, the hotel industry in particular is trying its best to make the physical environment look very attractive and also make customers satisfied with the services delivered. This study attempts to investigate the effects of food service, quality and physical environment on customer satisfaction in Kwara Hotel, a three-star hotel (Folorunso, 2013) located in Ilorin, Kwara State, Nigeria. It also sought to find out how existing services can be made better to increase the level of customer satisfaction.

SPECIFIC PROBLEM

The restaurant is an important section in a hotel, so is the physical environment of the hotel as a whole. The quality of the food, and services provided has a great impact on customer satisfaction, so does the physical environment i.e. the premises where the services are offered. Unfortunately, not enough priority is given to the quality of the food and service and even far less attention is paid to the physical environment, and not enough research work has been done on the combined effects of these variables on customer satisfaction in Nigerian hotels. This research seeks to help hotels in the identification of the infinite needs of their customers which if are not met will most likely affect continued patronage by the guests. It is also motivated by the need to help

hotels in Nigeria to meet and exceed the needs of their customers.

AIM AND OBJECTIVES OF THE STUDY

The aim of this study is to investigate the impact of food quality, service, and physical environment on customer satisfaction in Kwara Hotel, Ilorin. To achieve the aim stated above, the following objectives have been designed:

- I. To determine the importance of food quality to customers.
- II. To determine the influence of customer service in the effort to satisfy customers.
- III. To ascertain the roles of physical environment in customer patronage and satisfaction
- IV. To measure the extent to which food service establishment implements standard operating procedure in the aspect of food service

LITERATURE REVIEW

QUALITY

Quality is a word frequently used by people. Many people believe they know what this word means, and it is a concept found in many literatures. It is generally defined as "the standard of something as measured against other things of a similar kind; the degree of excellence of something." (Hornsby, 2006). ISO 8402-1986 standard as cited by the business dictionary, defines quality as "the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs".

Quality is very important in the hospitality industry. As seen in its definition, quality is about products and services that have the capability of bringing satisfaction. In the hospitality industry, it is defined as 'the consistent delivery of products and guest services according to expected standards'. David Garvin, as cited by Lovelock and Wirtz (2007, P. 418) identifies five perspectives on quality: The transcendent view, the product based approach, user based definitions, the manufacturing based approach and value based definitions.

Quality is not necessarily about luxury or expensive products or services but it is about meeting or exceeding customer needs (Oakland, 2003). King and Cichy (2006) considered quality as a critical issue for assuring customer loyalty, competing with other rivals and surviving in difficult market conditions. Ramphal (2014) sees the customers perception of quality in the hospitality industry, as highly influenced by elements outside the hotel, for example, information feeds such as billboards, brochures, advertisements and recommendations in general. He further states that quality should be of common concern to both guests and service providers in a hotel.

FOOD QUALITY

Food Qualities Food quality is the quality characteristics of food that is acceptable to consumers. This includes external factors as appearance (size, shape, colour, gloss, and consistency), texture, and flavour; factors such

as federal grade standards (e.g. of eggs) and internal (chemical, physical, microbial).

Food quality is an important food manufacturing requirement, because food consumers are susceptible to any form of contamination that may occur during the manufacturing process. Many consumers also rely on manufacturing and processing standards, particularly to know what ingredients are present, due to dietary, nutritional requirements (kosher, halal, vegetarian), or medical conditions (e.g., diabetes, or allergies). Besides ingredient quality, there are also sanitation requirements. It is important to ensure that the food processing environment is as clean as possible in order to produce the safest possible food for the consumer. A recent example of poor sanitation recently has been the 2006 North American E. coli outbreak involving spinach, an outbreak that is still under investigation. Food quality also deals with product traceability, (e.g., of ingredient, and packaging suppliers), should a recall of the product be required. It also deals with labeling issues to ensure there is correct ingredient and nutritional information. Food quality, atmosphere, menu variety, service from staff, cleanliness, styling, price, interior design and décor, professional appearance of staff, and store location have been identified as components of store image in the restaurant industry (Baker et al., 1994).

SERVICE QUALITY

Service quality has been regarded an antecedent of customer satisfaction (Kim, Hertzman, & Hwang, 2010), which in turn results in customer retention (Boonlertvanich, 2011). Hence, investigating all these constructs can assist companies not only to meet or exceed their customers' expectations, but also to affect their intentional behaviour.

Many studies have been conducted examining service quality, food quality and customer satisfaction constructs in different settings in different countries and the results of these studies have confirmed the significance of relationships between these constructs (Hornsby, 2006). However, little attention has been paid to investigating how to improve customer satisfaction by enhancing service quality and food quality, thus increasing customer retention in the food industry, particularly in limited service restaurants. In the hospitality industry, service quality and customer satisfaction are the marketing priorities, and the reason why this is so is simply because they are the prerequisite for customer loyalty. Although the food and the service should be of acceptable quality, pleasing physical surroundings (e.g., lighting, décor, layout, and employee appearance) may determine to a large extent the degree of overall satisfaction and subsequent behavior in the hospitality industry, because services are mainly intangible and often require the customer to be present during the process, Grönroos (2013) identified 10 determinants of service quality:

- Reliability
- Responsiveness
- Competence
- Access
- Courtesy
- Communication
- Credibility
- Security
- Understanding the customer

-TangibleService quality is gap between customers' expectation of service and their perception of the service experience (Parasuraman et al., 2014). Chang (2013) is of the opinion that the idea of service quality should be approached from the customers' point of view because they may have varying values, perception, circumstances and method of assessment. Lim (2013) opines that since there are many restaurants options available, guests will not hesitate to leave an establishment for another one if the restaurant fails to provide quality services. He also states that perceived quality service is a matter of the restaurant knowing its guests, managing its employees to meet the needs of customers, and delivering to customers what was promised.

The service quality approach has been applied in service and retailing organisations. (Parasuraman et al. 2014).Service quality and customer satisfaction are inarguably the core concepts in marketing theory and practice (SprengandMackoy, 2016). Parasuraman et al. (2014) found out in their study that service quality can be assessed by comparing the expectations of customers against their perceptions of the actual service experience. They also proposed that SERVQUAL is an instrument for measuring the dimensions of service quality. In another study in 2012, Parasuramanet al. also suggest that a company can gain competitive advantage by using the technology that enhances service quality and gathering market demand.

PHYSICAL ENVIRONMENT

Physical environment provider (Nguyen & Leblanc, 2002) such intangible features consist of temperature, lighting, scent, noise, quality of air and music (Bitner, 1992). A well maintained physical environment in a restaurant should then provide distinctive customers' experiences and makes them willing to revisit the restaurant frequently. Choi *et al.* (2013) highlighted that the elements of physical environment include aesthetics, the surroundings, functionality, and convenience. The significance of constructing a good-looking physical environment has received high emphasis from several scholars and restaurants' managers considering it as an important factor for reinforcing and increasing the satisfaction of customers in the hospitality industry (Ryu& Han, 2013).

Past studies found that the physical quality of a restaurant's environment has a positive influence on the satisfaction of customers (Nasir *et al.*, 2014). According to Canny (2014), physical environment is a key marketing factor for differentiating a restaurant by establishing a remarkable customer experience with a pleasant and comfortable atmosphere. Therefore, physical environment has greater effect on maintaining existing customers as well as attracting new ones. Moreover, a well-designed physical environment is considered to be important for influencing consumers' pre-purchase decisions as well as their post-purchase behaviour while evaluating their satisfaction towards the quality of products and services of a service provider (Bitner, 1992). From the above discussion of prior literature, the following hypothesis is proposed:

The physical environment can be classified into two major types;*The External Physical Environment* and *The Internal Physical Environment*.Bowie and Buttle (2014) describes the external environment as a visual option which sends impressive messages about product, service quality and price. The outward appearance of the hotel such as the architectural design, structures of the building, landscape, colour of painting, design

entrance, horticultural designs if any, as well as the how well maintained the hotel looks, can be inviting to customers and encourage them to visit a place. Attractive signage such as brand logos, and effective external lighting could send a positive signal to customers, while, inappropriate signage and poor lighting could send out negative signals. (Bowie and Buttle 2014). The outward or external appearance is very important and of great significance, as it is the first point of contact of the guest with the organisation, hence, extra attention should be paid to the external environment.

CUSTOMER SATISFACTION

Satisfaction is defined by Merriam Webster dictionary as a happy or pleased feeling because of something that you did or something that happened to you. It is also defined as the act of providing what is needed or desired; the act of satisfying a need or desire.

Quite a number of studies have tried to identify the needs and wants of guests. The meeting of the needs and desires of guests is what brings about customer satisfaction. Xie (2014) described satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. Customer satisfaction in services has been defined as the degree to which service performance meets or exceeds the customers' expectations (Kumar, 2012).

Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service (Gundersen, *et al.*, 2016). In contrast to the cognitive focus of perceptions, customer satisfaction is deemed an effective response to a product or service (Yuan *et al.*, 2015). Previous research has demonstrated that satisfaction is strongly associated with re-purchase intentions (Cronin and Taylor, 2012).

For businesses in the services industries, achieving customer satisfaction is far more challenging. For instance, some services are extremely complex in nature and involve multiple service encounter stages which have bearings on the level of overall customer satisfaction (Han and Ryu, 2013).

In his study of what makes a company excellent, Zike (2016) adopts the philosophy of satisfaction and identifies three components of truth, they are:

The Service Strategy: Service strategy is the decision about a service that will provide it with a unique identity vis-à-vis competition. It is also a means for creating shared value through the organization unifying purpose for management and service priorities for the staff members. To foster customer satisfaction orientation, a service strategy should be customer centered, enabling the business to meet the needs, expectations and motivation of target market.

The System: The system represents the manner in which a service is being delivered. A customer satisfaction system should be designed to provide a maximum level of ease and convenience to customers. This could be achieved by conducting a task analysis that identifies the service and enables the staff to rehearse the performance required to satisfy the customer.

The people (employees): Employees are very crucial component of the moment of truth. Employees determine the quality of the services to be delivered. The quality of contact and service given, attitude and appearance of the employees are very crucial.

METHODOLOGY

Research design is a frame work or plan for a study that guides the collection and analysis of data, owing to the nature of this research study in which a case study design is applied. A case study design uses mixed research design involving both the exploratory and explanatory surveys method of investigation in collecting data. This method is used when a researcher is dealing with one case.

Kwara Hotel is located in Ilorin, Ilorin West Local Government, Kwara State. The hotel stands on the prestigious Ahmadu Bello road was built during the Gowon administration and it has coordinates that corresponds to the latitude of $6^{\circ}25'21.108''\text{N}$ $3^{\circ}25'37.927''\text{E}$ and longitudes of $6.42253000^{\circ}\text{N}$ $3.42720194^{\circ}\text{E}$ (Demola, 2012). The hotel is positioned on the vast expanse of land stretching the breath of the Government Reserved Area and it is strategically mapped along the state government house and other significant places. The hotel is surrounded by beautiful gardens and landscapes, and a view of the entire Ilorin city can be accessed from the hotel's top floor. Accessibility to the hotel's location is feasible as directions leading to the hotel from Murtala Muhammed road and it's just 5km from Ilorin Airport via some popular roads and sites (Demola, 2012). Important tourist attractions in Kwara State include Esie Museum, Owu Falls, Imoleboja Rock Shelter, Ogunjokoro, Kainji Lake National Parks and Agbonna Hill.

The study aims at investigating the influence of food quality, service and physical environment on customer satisfaction in a hotel and the measures the hotel takes in achieving customer satisfaction in these areas.

The subjects used for this study are in two groups;

- a) The staff of the hotel.
- b) The customers of the hotel.

For the first group, the study used 20 respondents i.e the staff of the hotel under consideration, while the second group made use of 107 respondents. Respondents in both groups were randomly selected without any form of bias as regards gender, religion or educational qualification.

Data were randomly collected from the guests of Kwara Hotels, a total of 20 questionnaires were administered to them personally by the researcher, and another set of 20 questionnaires were given to the staff, and collected immediately after they were completed. 87 online reviews were collected by the researcher. This study also employs online customers' reviews via the TripAdvisor, an American travel

website company that provides reviews of travel-related content all over the world. This website currently has over 300 reviews of the hotel in general. This method of data collection which was conducted over a period of three month from January to March, 2018 was used together with the questionnaire method to provide ample data for the purpose of this work.

RESULTS AND DISCUSSION

This section presents the results of the data analysis. The first part relates to the questionnaires and the second part, the online analysis. The questionnaire begins with demographic data and the demographic characteristics include the participants' gender, religious distributions, educational qualifications, and marital status.

There were more male than female respondents in this study, the number of males being 14 (70%) and female being 6 (30%). This further suggests that males could be more potential customers of the hotels than females looking at the ratio in gender patronage. With regard to age distributions, the participants' age ranged from 30 to 61 years (Mean = 39.7 ± 8.89). The age distribution almost followed a normal distribution curve with a slight skew to the right and it also shows most of the ages were around 40 years. This implies that most of the customers were in their early to middle adulthood. Christians dominated (80% of the total sample) while Muslims covered 20% of the sample. Educational qualifications distribution is presented in the fig. 4.4 which shows that the participants have had one level of formal education or another. For first degree, that is, Bachelor's degree, it shows 40% had it, 50% have diploma certificates, and 10% had senior school certificates. Most of the customers patronizing the hotel were married as 42% indicated they were married, while 11% reported they were single. However, a large proportion of the sample (42%) did not indicate their marital status.

Customers' Perception and Satisfaction with Service Provision

The satisfaction of the customers of the hotel with the various services provided such as food quality, security, physical environment, rooms, recreational facilities, and others. In summary, the results show most of the participants' perceived services delivered at Kwara Hotel in terms of quality and the comfort of the facilities provided are good and acceptable to their taste.

Table 1: Showing Participants' Perception about Service Provision in Kwara Hotel

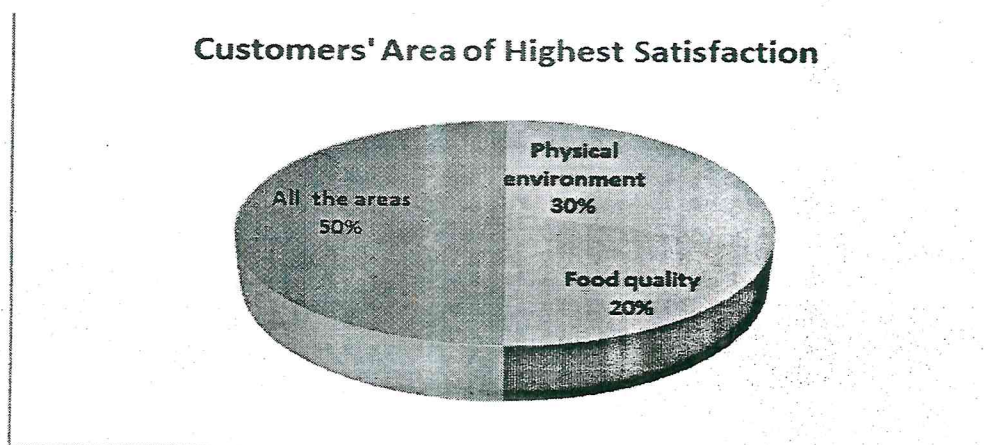
S/n	Services	Strongly		Fairly		Disagreed	Total
		Statistics	agree	Agree	agree		
1	The quality of the service is good	N	8	10	2	0	20
		%	40	50	10	0.0	100
2	The quality of the food is good	N	6	12	2	0	20
		%	30.0	60.0	10.0	0.0	100.0
3	There are many varieties on the menu	N	10	8	2	0	20
		%	50.0	40.0	10.0	0.0	100.0
4	The physical environment is good	N	10	10	0	0	20
		%	50.0	50.0	0.0	0.0	100.0
5	The location is good	N	12	8	0	0	20
		%	60.0	40.0	0.0	0.0	100.0
6	The staff are welcoming	N	10	10	0	0	20
		%	50.0	50.0	0.0	0.0	100.0
7	The décor is tasteful	N	4	12	2	2	20
		%	20.0	60.0	10.0	10.0	100.0
8	The facilities are good	N	4	12	4	0	20
		%	20.0	60.0	20.0	0.0	100.0
9	The rooms are comfortable	N	6	8	2	4	20
		%	30.0	40.0	10.0	20.0	100.0
10	The bathrooms are good and clean	N	4	12	2	2	20
		%	20.0	60.0	10.0	10.0	100.0
11	The security system is good	N	10	8	2	0	20
		%	50.0	40.0	10.0	0.0	100.0

In order to examine how satisfied the customers were with service delivery, the researcher surveyed their opinion and results are presented in Table 4.1.2 below.

The result shows 40% were very satisfied and 40% were satisfied with services in the hotel while 10% reported being fairly satisfied and 10% reported they were not satisfied. And with regard to foods served, 50% were very satisfied, 40% were satisfied, while 10% were fairly satisfied. The researcher also examined which of the services gives the customers the most satisfaction and the result is presented in Fig. 1 below. The result shows 50% were most satisfied with all the areas of service delivery while 50% were most satisfied with the gym facilities, 20% were most satisfied with food quality, and 10% were most satisfied with the physical environment of the hotel. As a result, 70% of them reported they will recommend the hotel to others for further patronage while 30% were not sure whether they will. In addition to that, the researcher also examined which aspect of the service delivery the customers would like to be served better for better satisfaction. The qualitative responses were transcribed and sorted. The result is presented below:

Table 2: Customers' Satisfaction with Service Delivery

s/n	Services		Very Satisfied	Fairly satisfied	Not satisfied	Total
1	How satisfied are you with the hotel and its services	N	8	8	2	20
		%	40.0	40.0	10.0	100.0
2	How satisfied are you with the food served in the hotel restaurant	N	10	8	2	20
		%	50.0	40.0	10.0	100.0

**Fig. 1: Customers Highest Area of Service Satisfaction**

From the result in Fig. 4.3, it shows that 10% customers indicated that the internet facilities of the hotel should be made to work faster, 10% also wanted the rooms to be improved upon, 20% wanted general service delivery improved, 10% would want improvement in security, 10% also wanted the air conditioning noise to be minimised, 10% wanted minimised power outage, better hallways, and laundry services.

From the result in Fig. 4.3, it shows that 10% customers indicated that the internet facilities of the hotel should be made to work faster, 10% also wanted the rooms to be improved upon, 20% wanted general service delivery improved, 10% would want improvement in security, 10% also wanted the air conditioning noise to be minimised, 10% wanted minimised power outage, better hallways, and laundry services.

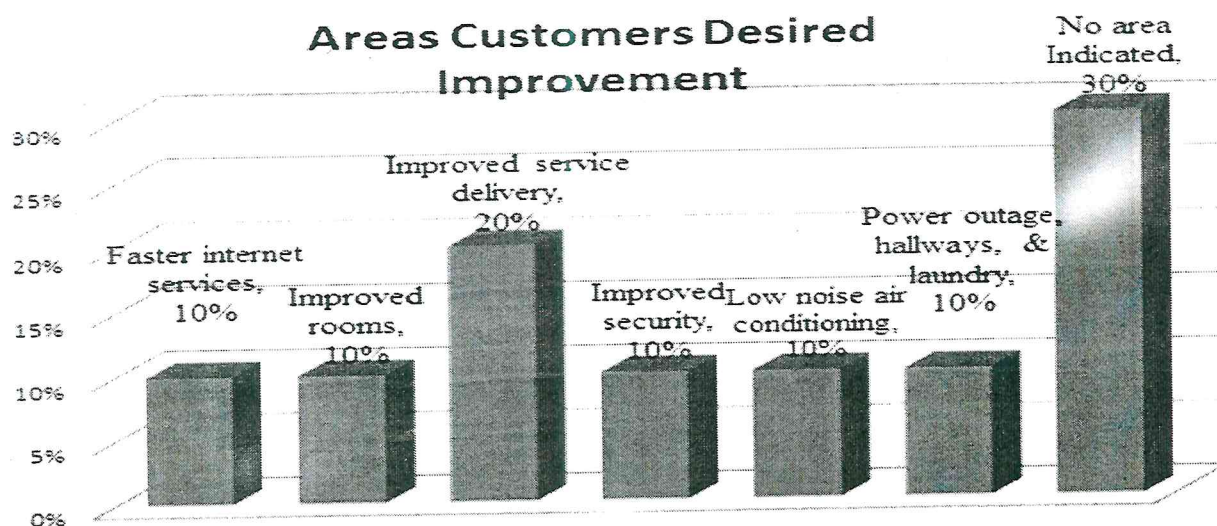


Fig. 2: Suggested Area of Service Improvement

Test of Staff Perception and Satisfaction with Service Provision in Kwara Hotel

This section presents the results for the demographic distributions and staff members' response to the questions. The demographic characteristics include the staff members' gender, age, religious distributions, educational qualifications, and marital status.

In staff category, 10 (50%) are in managerial positions and 10 (50%) are in operational position. The next figure shows frequency of compliments on service delivery received by the staff. The result shows 50% of the staff reported they received compliments on service delivery very often, 30% reported it was often and 20% reported they seldom receive compliments as indicated in Fig 3 below.

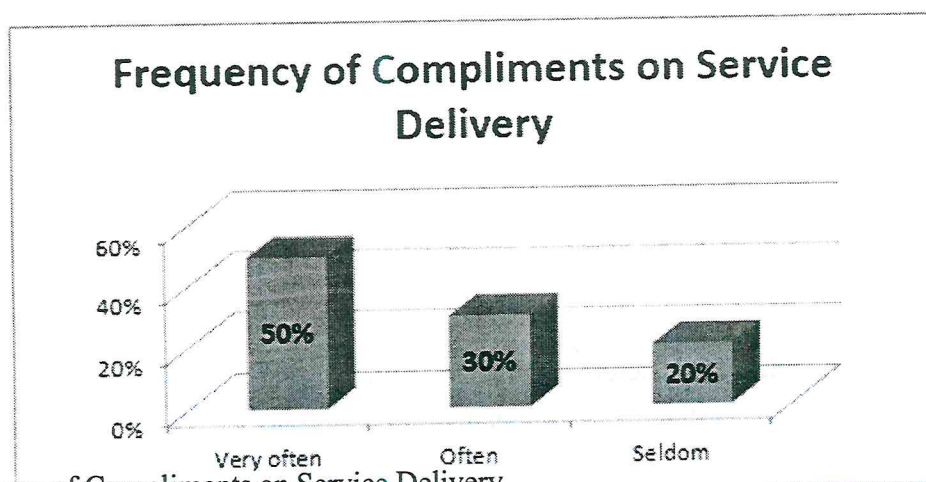


Fig. 4.3: Frequency of Compliments on Service Delivery

Fig. 4.4 shows 90% reported customers' satisfaction was very important to them and 10% reported it was important. This reflects high level of organizational commitment and involvement among the members of staff. It also shows the members of staff are customer oriented in their service delivery.

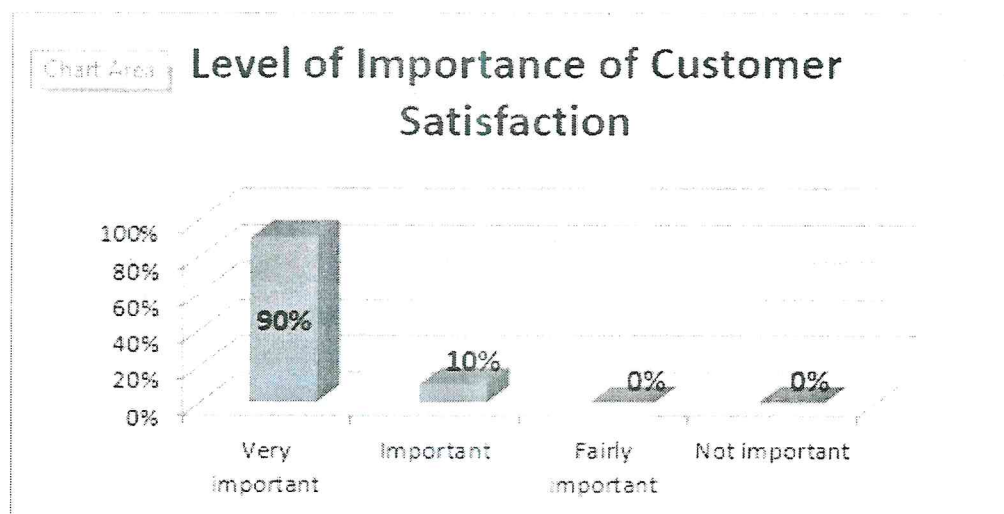


Fig. 4.4: Showing Level of Importance of Customer Satisfaction

80% reported the hotel is ever ready to change anything about its quality of service delivery in terms of foods, physical environment, customers' needs, facilities, etc. Following that up with qualitative responses, areas they reported the hotel should make improvement include adequate staffing and giving the hotel a facelift, physical environment, food delivery timetable and quality, security, staff hygiene, and integration of modern technology into service delivery.

In the area of constraints to service delivery, half (50%) reported the hotel does face some constraints while delivering service to customers but half others (50%) reported otherwise, that is, the hotel does not face constraints in service. This difference in the view of the staff members could have been affected by what each person understands or sees as constraint or what is peculiar to one department which others in another department might be by experience in their service delivery.

Following up the responses with qualitative responses, the participants were asked to write areas of constraints and the main point stressed was staff expertise in adjustment to change in operation. This tends to reflect need for training of staff members which will enable them to adjust to new challenges arising in the process of delivering service to customers. Others simply reported the hotel is doing well in service delivery. With regard to availability of customer care unit in the hotel, all the staff respondents reported there is customer care unit and 40% reported there were no complaints about food quality, service and physical environment. However, 30% others reported there were and such complaints include lack of cultural diversity in foods, slow service delivery, menu presentation and attitude of staff to customers. But majority of the staff members believed the hotel is performing well in service delivery.

In other to know what way the staff respondents think the hotel could further satisfy customers, some questions were asked and some of recommendations of the staff include;

- i. commitment to excellent service delivery among staff
- ii. commitment to satisfying customers' needs
- iii. introducing beachside activities
- iv. improving managerial leadership, staff training, facilities

ANALYSIS OF ONLINE REVIEWS ON CUSTOMERS' SATISFACTION

The researcher conducted a review on the comments of customers made online after service delivery in order to determine how satisfied they were and positive and negative evaluations which can help in further decision making processes for the management. The responses were in qualitative form and consequently, the

Table 4.2.1: Customers' Online Reviews of Hospitality Management in Kwara Hotel

S/N	Areas of hospitality management reviewed by the customers	Good	Bad	Fair	No comment	Total
1	Hygiene facilities such as bathrooms, toilets, etc.	20 23%	13 14.9%	1 1.1%	53 60.9%	87 100.0
2	Food quality and Varieties	30 34.5%	7 8.0%	2 2.3%	48 55.2%	87 100.0
3	Location of the hotel	15 17.2%	1 1.1%	0 0.0%	71 81.6%	87 100.0
4	Hotel security	16 18.4%	4 4.6	0 0.0%	67 77.0%	87 100.0
5	Recreational facilities such as swimming pool, sporting complex	31 35.6%	0 0.0%	0 0.0%	56 64.4%	87 100.0
6	Accommodation (Neatness, air Conditioning, furniture, etc.)	27 31.0%	15 17.2%	1 1.1%	44 50.6%	87 100.0
7	Electricity supply	0 0.0%	4 4.6%	0 0.0%	83 95.4%	87 100.0
8	Staff responsiveness and professionalism	32 36.8%	14 16.1%	0 0.0%	41 47.1%	87 100.0
9	Internet facility and access	10 11.5%	13 14.9%	3 3.4%	61 70.1%	87 100.0
10	Physical environment	20 23.0%	2 2.3%	1 1.1%	64 73.6%	87 100.0
11	Prices of services	2 2.3%	18 20.7%	1 1.1%	66 75.9%	87 100.0
12	General service delivery	11 12.6%	3 3.4%	1 1.1%	72 82.8%	87 100.0
13	Restaurants and bars	22 25.3%	2 2.3%	63 72.4%	0 0.0%	87 100.0

It is important to note that in this online review, comments on the various aspects identified from the qualitative responses were even, that is, the customers did not make comments on all the aspects which is indicated under the "No comment" column. From the various comments, customers' review cut across the various parts of hospitality management including hygiene facilities (bathrooms, toilets), food quality and variety, security, internet facility and access, conditions of rooms (accommodation), etc. From the qualitative data obtained, 23% reported the hygiene facilities were good while 14.9% reported it was bad.

DISCUSSION OF FINDINGS

This study makes significant contributions towards understanding the relationship between food quality, service, physical environment and customer satisfaction in the hotel. The findings of the study show that customers derive satisfaction from all the components. In terms of quality, the study shows that the taste and variety of meals is part of how food quality is perceived by customers, and in terms of physical environment, all the customers agreed that the hotel is situated in a good location; hence it is a quality of the physical environment that influences the satisfaction of customers. Majority of the customers agree that the hotel has good facilities and comfortable bedrooms, many also agreed that the security of the hotel is tight, which all signify that the hotel has a good physical environment.

Knowledge of what customers enjoy in the hotel, and what dissatisfies them is essential in providing satisfaction or further satisfaction to customers, as the case may be. The staff respondents were also able to suggest areas in which the hotel can further strengthen the workforce of the hotel which will in turn contribute to customer satisfaction e.g. staff recruitment, training and incentives which include adequate health care. Majority of the reviews show that the hygiene facilities of the hotel such as bathrooms and toilets are in good condition. The study was also able to show many aspects that are important to customers for their optimum satisfaction and this include; prices of services, recreational facilities, staff responsiveness and professionalism, internet facilities etc. are all very important to customers.

The findings of the research are in line with that of Atkinsons (2012) which found out that cleanliness, security, service, ambience, opportunities for relaxation, courtesy of staff are factors that could drive guests to value hotel's quality. The study also shows that excellent food and service with a good atmosphere are important to customer satisfaction and also lead to positive word-of-mouth recommendation to prospective customers.

CONCLUSION

This research has provided an affirmative answers that fulfil the objectives of the study i.e is food quality, service and physical environment important to customers? The answer to this according to this paper is that, they are highly important to customers and that they all together influence customers' satisfaction. On additional recreational facility, most of the customers reported enjoying the swimming pool, the sporting facilities and the gym facilities of the hotel.

With regard to accommodation, 31% of those who made comments on conditions of room they checked into reported it was good but about 20% others reported where they checked into was bad and common complaints included unkempt bed materials, noisy rooms due to uncontrollable air conditioning, out-dated furniture or room outlook. They recommended the rooms should be given better improvements. In terms of security, most of the customers reported the hotel was safe for their personal belongings and life. And on electricity, most did

not complain in their reviews. However, some reported having the experience of frequent power interruption. With regard to internet facility such as the wi-fi network, most complained not having access to the network or network was too slow. In addition, some complained about having to go for the password every new day from the management which was not convenient for them. Common complaints included broken bathroom doors, toilets or bathroom not washed before checking in, water in the bathrooms not running properly, high cost of foods and drinks in the hotels' restaurants and bars etc.

Staff members were also reviewed and analysis of the comments showed about 40% reported they experienced warm welcome from the staff, attesting to their professionalism and rating their attitude good. However, a few others reported poor staff performance at their visit. However, most of the customers were pleased with the physical outlook of the environment of the hotel. They reported it was spacious, good looking, and impressive. The study also found out that many of the customers' expectations were met especially that of those who stayed at the second wing, while some claimed to be disappointed with the services and wrote that they will never re-visit or recommend the hotel to others, but in general the hotel's service, the hotel was rated high by most customers as majority of the respondents were satisfied with the food quality, service and physical environment of Kwara Hotel and that each of these variables altogether has a great influence on customer satisfaction. Also, it can be seen that there are many areas in which the hotel can still improve to bring satisfaction or greater satisfaction to guests, as the case may be.

RECOMMENDATIONS

From the above findings, summary and conclusion, it is recommended that the hotel should;

- Be fully sensitive to customers' needs in every aspect, which will eventually lead to customer satisfaction.
- Provide adequate training to all members of staff so that they will function professionally and efficiently.
- Provide faster *Wifi* networks, which do not disconnect and require fresh authorization every day.
- Provide better rooms or make the rooms more comfortable with more facilities, and better hygiene.
- Provide automatic switches that will eliminate power outages of all kind.
- Provide tighter security in such a way that not just anybody can come into the hotel as they wish.
- Replace old or bad air conditioners that have no control in some of the rooms, which inadvertently disturb the peace and ambience of the rooms, so that customers can have better stays at the hotel.

Finally, it is recommended that anyone who intends to embark on further research in this area should try to examine a larger sample of respondents and should also examine the concept of "pricing" alongside the other variables, that were examined in this study as they affect patronage. How effectively and efficiently the customer care unit solves the issues of customers have at the hotel, should also be considered.

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