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HOTEL ATTRIBUTES AND GUESTS RE-VISIT INTENTION IN STAR- RATED HOTELS

ABSTRACT

The hospitality industry in Delta State, Nigeria, has grown rapidly in recent times, and rapid growth has intensified competition among practitioners. Therefore, this study is conceived to investigate the influence of hotel attributes on customer revisit intention in star-rated hotels. Primary data were collected from a cross-section of 395 guests of star-rated hotels, while regression and descriptive statistics were used to analyze the data. The findings show that patrons' attitude, subjective norm, desk office services, employees' appearance and attitude to guests, housekeeping and room outlook, and the quality of food and beverage services, exert positive and significant ($p < 0.01$) influence on customers' re-visit intention. The dominant impact of staff attitude to guests underscores the need for hotel managers to train employees to cultivate a service-oriented culture that will motivate them to render excellent services that will exceed guests' expectations, to foster customer loyalty and repeat visit.

KEYWORDS: hotel attributes; food and beverage services; service quality; employees' attitude to patrons; revisit intention

JEL: D12, M30, M31

INTRODUCTION

Owing to the rapid globalization of businesses across the world and the intense competition amongst brands, multinational companies are expanding their market share through new products, and increasing their distribution to wider and differentiated groups through the adoption of aggressive and innovative marketing strategies. The hospitality industry in Nigeria has been in existence for several decades, yet development in this sector has been relatively slow. A combination of factors such as erratic power supply and high energy costs, poor road networks, weak transport and communication systems, high interest rates and operating costs, crime and insecurity, taxation, licensing, compliance with safety and operational standards, inadequate managerial and professional skills, and difficulty in retaining skilled staff are amongst the critical challenges that hoteliers are grappling with in Delta State, and Nigeria at large. Comparatively, the hospitality industry is less developed in Delta State than Lagos and Cross River States in spite of the enormous tourism resources at its disposal to sustain a thriving travel and hospitality industry, due to these

daunting constraints. Moreover, the financial crisis within the last decade, high inflationary rates, the naira exchange rate volatility coupled with the slow rate of economic growth and underdevelopment of marketing activities are implicated for the poor performance of the industry (Bello, Aina & Oluwole, 2021). Thus, sufficient marketing efforts need to be applied in order to induce the much desired growth and expansion in this industry. The role of marketing in this sense could be viewed from the perspective of establishing and maintaining mutually beneficial relationships with customers by consistently meeting or surpassing customers' expectations.

The hotel sub-sector has gone through several developmental stages in Nigeria, and innovation has played a pivotal role in the level of development that has so far been attained. Such development could partly be attributed to technological breakthroughs in ICT, product innovations as well as innovative marketing in this sector (Ogunnaike et al., 2022). Years back, little or nothing more was done to meet the desire of hotel customers as rooms were just provided to accommodate sojourners. However, Innovative marketing since the last two decades has ensured that the comfort of patrons and their satisfaction has become the major concern of hoteliers in order to win their loyalty and continued patronage. This implies that service delivery has become paramount, ensuring that the needs of hotel customers are met, and customer satisfaction has become the focal point of successful operators in the industry. The quest to meet and exceed customers' expectations has been one of the key reasons why there has been an upsurge in customer-centered operational strategy. It is therefore important that hotels must continue to strive to meet the ever changing needs of the customers if they must remain relevant in the industry. And the only way to actualize this goal is to continue to be innovative; exploring new ways of satisfying the ever growing customers' needs, through proactive and innovative marketing strategies. Apart from the hotel sub-sector, restaurants, bars, nightclubs, and resorts are other areas of hospitality industry that have experienced a tremendous leap in recent years in terms of adoption of innovative marketing as operational strategy.

Knowing the expectations, perceptions, and demands of visitors as well as the quality of services the hotel offers can have a significant influence on guests' re-visit intention (RI), and a hotel's long-term performance in today's hyper-competitive industry. Attributes such as service quality, amenities and technology, cleanliness and hygiene, safety and security, staff professionalism and empathy, location and accessibility, price fairness and value are benchmarks that have set apart industry leaders from rivals in the hotel sub-sector. Although the outlined attributes impinge on overall guest satisfaction, customer satisfaction is not static but dynamic, because as competition and customer expectations continue to escalate, products and services once considered very satisfactory by a particular client today are sure to become unsatisfactory in no distant time. Because of the constant increase in client expectations, businesses today face intense pressures and are constantly looking for ways to win over customers due to market rivalry. Therefore, in order to satisfy their clients and meet their primary need for profit, hoteliers must now go above and beyond their expectations in order to win their customers' loyalty. In order to satisfy this progressive influence in consumer expectations, organizations must develop strategies to fulfill future customer wants rather than focusing only on increasing customer happiness in the short term. These goals can be accomplished by implementing a continuous process of quality improvement that will raise services to higher performance levels, which should satisfy clients by providing better and more exceptional value than they had anticipated.

Although previous studies have thoroughly researched the effects of hotel service quality (SQ) factors on customer satisfaction, customer loyalty and guests' re-visit intention, nevertheless, adequate research attention has not been focused to empirically investigate the self-perceived direct effects of factors influencing intention to repeat visit to hotels in the study location. Thus,

the main objective of the study is to ascertain the effects of hotel attributes on guest re-visit intention. Specifically, the influence of frontline office services, employees' appearance and attitude to guests, housekeeping and room condition, quality of food and beverage services, guest attitude and subjective norm on guests' intention for repeat visit are determined. In order to realize the overall goal of the research, the study addressed the following questions; to what extent do self-perceived attributes of hotels affect guests' intention to re-visit? What are the effects food/beverage, frontline office services, attitude to guests and housekeeping/room condition on repeat visitation? Do guest attitude and subjective norm affect intention to revisit a hotel?

1. THEORETICAL FRAMEWORK AND LITERATURE REVIEW

Fishbein and Ajzen (1975) Theory of Reasoned Action (TRA) is a highly recognized theory of behavioral intention in psychology, and applied widely in marketing literature, in the field

of consumer behavior. The TRA has given an in-depth understanding of the relationship between consumers' attitudes, their behavior and ultimate actions. The theory assumes that intentions are the precursors of behavior which are determined by beliefs that performing a particular behavior will lead to a specified outcome (Madden, Ellen & Ajzen, 1992; Ajzen & Fishbein, 1998; Nissoon & Earl 2020). The components of the TRA are; attitude (ATT), subjective norm (SN) and behavioral intention (BI). Attitude is a person's judgment of how favourable or unfavorable his/her conduct is in a particular situation. Subjective norm refers to an individual's sense of social or societal pressure regarding the acceptability or non-acceptability of certain behaviors. Moreover, intention refers to an individual's inclination to participate in a specific behavior; and the intent to behave in a particular manner is a very decisive variable in determining specific behavior (Hosany et al., 2020)

2. EMPIRICAL REVIEW

The relationships between co-creation, technological innovation, guest satisfaction, and intention to return at high-end hotels in Jammu and Kashmir were examined by Sharma and Ab Rouf Bhat (2022) in their study. Information was gathered for the study via a convenience sampling survey from 34 customers. The results of structural equation modelling indicated that co-creation and technological innovation have a positive effect on visitor satisfaction and return intention. The patron's intention to revisit was seen to be influenced by guest satisfaction. Although the study only examines high-end hotels in Jammu and Kashmir, it offers recommendations for future research that would cover more ground and examine more causes and outcomes.

Anietie-Benson and Uboegbulam (2023) examined the relationship between hotel accommodation attributes and guest loyalty in Port Harcourt, Nigeria. In order to realize the objectives of the study, descriptive and quantitative research design was adopted to ascertain the effects of critical attributes such as hospitality, ambience, and security on customer retention in the hospitality industry. Data were generated with the aid of a structured questionnaire that was administered to a sample of 246 hotel guests. The results indicate that all three attributes had a positive and significant influence on patrons' retention. Arising from the findings, the authors recommended that hoteliers should focus attention on factors that enhance hospitality business by continually improving ambience through cultural experiences and improved guests' entertainment by promoting local and regional cuisines. Also, security challenges should be addressed by implementing comprehensive security measures to foster customers' trust and confidence, as well as satisfaction and loyalty.

Mohamed and Shaymaa (2023) investigated how atmospheric variables and perceived quality trigger hotel customer satisfaction (CS) and in return affect their revisit intention using the S-O-R model. The research instrument is a structured questionnaire that was self-administered to 134 customers that patronized star-rated hotels in Riyadh, Saudi Arabia. AMOS SEM model was used to test stated hypotheses. The results indicated that hotel patrons' satisfaction was impacted by assurance, word-of mouth and quality service which exerted positive and significant influence on guests' intentions to repeat visit to hotels. The authors recommended that hotel managers should continuously train their employees, so that they are knowledgeable and able to make informed decisions promptly in handling guests' concerns or complaints in the future.

Nazariana et al. (2024) studied how service quality influences hotel revisit intention through factors such as emotion, satisfaction, eWOM, and loyalty, using a cross-cultural lens. Data were extracted from 1,418 guests across 122 hotels in the US, UK, India, and Iran, the outcome indicated cultural differences in the formation of revisit intentions. For Iranians and Indians, positive emotions drive satisfaction, which along with eWOM predicts revisit intention. For US and UK guests, satisfaction stems from service quality, and loyalty drives their intention to return. The study highlights cultural variations in hospitality behavior and expands knowledge on revisit antecedents within the GLOBE Project framework.

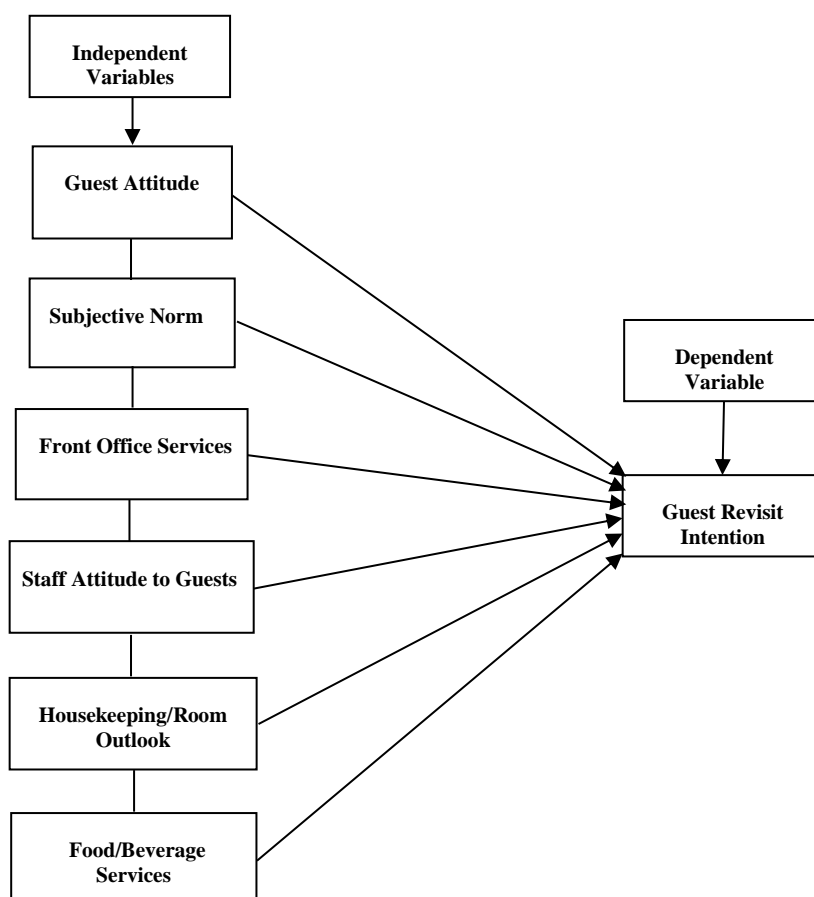
Sornsaruht (2024) studied influencing factors of patrons' intention to repeat visit in luxury hotels in Thailand, using 18 observable factors and nine hypotheses. Data were collected from 317 guests across ten 5-star hotels in Thailand, and analyzed using SEM with LISREL 9.10. The findings showed that all variables directly affected revisit intention with an adjusted R² value of 0.81. The significant predictors were Hotel image (HI), service quality (SQ), guest loyalty (GL), and guest experience (GE). Strong associations were also found between GE and SQ, as well as HI and SQ. The findings highlighted the crucial role of hotel staff and brand values in shaping guest perceptions and stimulating repeat visits in the hotel industry after COVID-19.

3. METHODOLOGY

3.1 Conceptual Model

The conceptual model for the study is hinged on a modified version of the TRA which incorporated hotel attributes as determinants of guests re-visit intention (RI) in hotels in Delta State, Nigeria. The model thus hypothesized that guest re-visit intention is influenced by hotel attributes such as frontline office services, staff appearance and attitude to guests, housekeeping and room condition, quality of food and beverage services as well as consumers' attitudes and subjective norm (Figure 1).

Figure 1. Conceptual Framework for the Study



Source: Modified from Theory of Reasoned Action (Fishbein & Ajzen, 1975)

3.2 Research Hypotheses

The following hypotheses were tested in the study;

H1: Guest attitude exerts positive influence on RI

H2: Subjective norm exhibits positive effect on RI

H3: The impact of Frontline office services on RI is positive

H4: Employees appearance and attitude to guests exert positive effects on RI

H5: Housekeeping and room outlook positively impacts on RI

H6: The quality of food and beverage services show direct effects on RI

3.3 Sampling Method and Data Collection

Data for the study were obtained with the aid of a structured questionnaire, from a cross-section of hotel patrons in three (3) most populous cities in the three senatorial districts in Delta State, Nigeria; Warri (536,023), Sapele (161,686) and Asaba (73,374), with a combined population of 771,083 (World Population Review, 2024). The instrument is made up of two parts; Part A sought information on guests demographic characteristics, while Part B obtained responses on guests perception of frontline office services, employees' appearance and attitude to guests, housekeeping and room condition, quality of food and beverage services, and guests' intention to revisit same hotel. The constructs and statements were adapted from relevant literature, and

the items measured on a 5-point Likert scale; where 1 implies that the hotel patrons strongly disagree; 2, disagree; 3, neutral; 4, agree, and 5 indicates they strongly agree. Descriptive statistics of constructs and statements applied in the study are shown in Table 1.

Due to lack of a sampling frame showing the population of patrons to the hotels, the Krejcie and Morgan (1970) formula for infinite population was used to determine the sample size;

$$n = \frac{Z^2 p(1-p)}{M^2} \quad (1)$$

Where;

n = sample size for infinite population;

Z = Z-value (e.g. 1.96 for 95% confidence level);

P = Population proportion, expressed as decimal, assumed to be 0.5 (50%);

M = margin of error at 5% (0.05)

$$n = \frac{(1.96)^2 \times 0.5(1-0.5)}{(0.05)^2} = \frac{3.8416 \times 0.25}{0.0025} = \frac{0.9604}{0.0025} \quad n = 384.16 \approx 385 \quad (2)$$

Four hundred and fifty (450) copies of the questionnaire were administered to customers in fifteen (15) star-rated hotels that were randomly drawn from a list of hotels compiled from the Delta State Tourism Board, Asaba, Delta State, Nigeria (Table 2), in the three cities mentioned earlier. The respondents sampled filled the research instrument voluntarily. However, only 395 copies that were appropriately filled were used for further analysis, as the remaining 55 were discarded due to inadequate information and non-response. Eight, five and two rated hotels were selected based on online ratings, room and service qualities, restaurant services, recreation and conference facilities and brand affiliation, respectively from Warri, Asaba and Sapele. The survey was conducted between 15th January and 30th April, 2025. Regression analysis was used to determine the influence of the explanatory variables on guests' intention to repeat visit to hotels, using IBM SPSS Statistics 27.0.

Table 1. Constructs and Statements

Construct	No. of Items	Statement	Code	N	Mean	Std. Deviation
Attitude	5	I believe staying in the hotel is always an enjoyable experience	ATT1	395	3.0582	1.39766
		Staying in the hotel is a good place to rest	ATT2	395	3.2861	1.29493
		My social standing is enhanced by staying in the hotel.	ATT3	395	3.0759	1.32117
		The hotel is very appealing to me	ATT4	395	3.2785	1.28182
		I have strong liking for my choice of hotel	ATT5	395	3.1013	1.23809
Subjective Norm	5	I often choose a hotel that people expect me to lodge.	SBN1	395	4.0152	0.99479
		I like to lodge in the hotel most people I know would like to stay	SBN2	395	3.8152	0.87479
		I often identify with my friends by lodging in the hotel they choose	SBN3	395	3.9215	1.05504
		It is important that my family like the hotel I stay whenever I am visiting	SBN4	395	3.9747	0.99968
		I feel a sense of belonging by staying in the same hotel as my colleagues.	SBN5	395	4.0785	0.98281
Frontline office services	5	Staff appear very smart at all times	FOS1	395	3.76	1.0040
		Guests are cordially welcome and provided with relevant information	FOS2	395	3.73	1.0410
		Staff ensure speedy check-in and check-out services	FOS3	395	3.71	0.9990

Construct	No. of Items	Statement	Code	N	Mean	Std. Deviation
		Individual attention and respect is paid to guests at all times	FOS4	395	3.83	0.5530
		Rooms are provided according to customers' request	FOS5	395	4.18	0.4530
Employees appearance and attitude to guests	7	The staff are clean and well dressed	ETG1	395	3.7899	0.98150
		Employees are kind and respectful	ETG2	395	3.7291	1.01513
		Staff care and are concerned about guests' comfort	ETG3	395	3.6861	1.07943
		Hotel staff provide services as promised	ETG4	395	3.8076	.88038
		The staff give a prompt response to guest needs	ETG5	395	3.6759	1.08113
		Employees are reassuring in their interaction with guests	ETG6	395	3.7620	.99953
		Employees have a better command of English or pidgin	ETG7	395	3.7949	1.01310
Housekeeping/ Room outlook	5	Hotel rooms are very clean and attractive	HRO1	395	3.0506	1.40971
		The hotel offers very comfortable rooms	HRO2	395	3.0987	1.37891
		Furniture in the rooms are of very high quality	HRO3	395	3.2987	1.36745
		The hotel provides excellent laundry services	HRO4	395	3.2759	1.28928
		Hotel's premises is always kept clean	HRO5	395	3.0127	1.36762
Food/Beverage services	5	Cleanliness is top notch in the hotel restaurant and bar	FBS1	395	3.7595	0.98485
		Service employees exhibit very good attitude to guests	FBS2	395	3.6785	1.01282
		Variety of food and beverages are available in the hotel	FBS3	395	3.7975	0.88959
		Food and beverages are always well presented	FBS4	395	3.64	0.642
		Diet food and beverages served are sufficient for me	FBS5	395	3.66	0.636
Revisit Intention	8	When it comes to hotels, I think this one is my top choice.	RNT1	395	3.6532	1.09624
		I am planning on returning to the hotel.	RNT2	395	3.6177	1.03403
		The hotel is my first option if I have to stay there.	RNT3	395	3.6354	1.01699
		When I travel again, I plan to stay at the hotel.	RNT4	395	3.7899	0.98150
		It would be difficult for me to stay at another hotel anytime I visit the area.	RNT5	395	3.7291	1.01513
		I had a great feeling of inclusion at the hotel	RNT6	395	3.6861	1.07943
		I plan to go to the hotel sometime in the future.	RNT7	395	3.8076	0.88038
		My feeling about the hotel is that I am connected to it	RNT8	395	3.6759	1.08113
Valid N (listwise)				395		

Source: Authors' computation (2025)

Table 2. List of Star-Rated Hotels in Delta State, Nigeria

Location	5-Star	4-Star	3-Star
Warri	Protea Hotel Delta	Lascurt Hotel	Kayriott Hotel and Suites
	BON Hotel Hyatti	Warri Wetland Hotel	Peemos Hotel
	Wellington Hotel	Bedouin Hotel and Suites	Pretelia Hotel
	Ivy Lush Hotel	Royal Nibo Presidential Hotel	TM Palace Hotel
		The Mulberry Hotel	Fonseca's Place
		Brookview Hotel and Resorts	Maxin Lotus Motel
Asaba	Best Western Plus Elomaz Hotel	Grand Hotel Asaba	Ermakel Hotel and Night Club
	Hampton Towers and Spa	Villa Toscana Hotel	Fullbliss Hotel and Suites
	Vinmilian Hotel and Resort	Nelrose Hotel	Le Millionth-Hub Hotel and Suites
		Niger View Hotel	Asabana Hotel and Suites
	Topview Hotel Asaba		
Sapele	N.A	Orion Hotel	Alacarte Residence Inn and Resort
	N.A	Richards Continental Hotel and Resort	Jomaph Hotel and Suites
	N.A		Oslar-Ben Hotel

Source: Authors' compilation from Delta State Tourism Board, Delta State, Nigeria, 2026.

4. Results

4.1 Demographic Profile of Hotel Patrons

The demographic profile of guests indicates that the sample comprised more males (73.2%) than females (26.8%). Majority (79.8%) of hotel patrons are in the most productive age bracket, while the mean age is 42 years (Table 3).

Table 3. Socio-economic Characteristics of Hotel Patrons (n=395)

Parameter	Frequency	Percentage(%)	Mean (Mode)
Gender			
Male	289	73.2	(Male)
Female	106	26.8	
Total	395	100.0	
Age			
19-28	40	10.1	
29-37	104	26.6	
38-47	119	29.9	42 years
48-57	102	25.8	
58-67	30	7.6	
Total	395	100.0	
Marital status			
Married	259	65.6	(Married)
Unmarried	136	34.4	
Total	395	100.0	
Level of Education			
Elementary school	15	3.8	
Secondary school	38	9.6	
ND/NCE	136	34.4	
HND/First Degree	154	39.0	(HND/First Degree)
Masters/Ph.D.	52	13.2	
Total	395	100.0	
Occupation status			
Student	53	13.4	
Trader	62	15.7	
Public sector employee	114	28.9	(Public sector employee)
Self-employed	73	18.5	
Private sector employee	78	19.7	
Retiree	15	3.8	
Total	395	100.0	
Mean Monthly Income(N,= †)			
50,000.00–250,000.00	267	67.6	
251,000.00–451,000.00	72	18.2	₦250,536.48
452,000.00–652,000.00	38	9.6	
653,000.00–853,000.00	13	3.3	
854,000.00–1,054,000.00	5	1.3	
Total	395	100.0	
Number of re-visit to the hotel, last 12 months			
Once	171	43.3	(Once)
Twice	131	33.2	
Three times	93	23.5	
Total	395	100.0	

†N= 1600 =1 US Dollar in September, 2025

Source: Authors' computation (2025)

Married persons constitute 65.6%, and unmarried 34.4%. Furthermore, 86.6% of them have obtained tertiary education, while the modal educational level is HND/First degree. The occupational status of the respondents includes retirees (3.8%) to private sector workers (19.7%), but the modal occupational status is private sector employee accounting for 28.9% of the patrons to hotels. The distribution of income ranged from ₦50,000.00 – ₦250,000.00 to ₦854,000.00–₦1,054,000.00 with a mean monthly income of ₦250,536.48. Moreover, of all respondents sampled, majority (67.6%) are in the least income group, 1.3 % in the highest income strata, while 18.2 % are within the ₦251,000.00–₦451,000.00 income range. On number of repeat visit to a rated hotel the last 12 months, 43.3% of them re-visited a chosen hotel once, 33.2% twice and 23.5% thrice. Table 4 shows the descriptive statistics of model variables and they are normally distributed as kurtosis ranged from -0.771 to -0.165, while skewness is -0.612 to -0.099. The values are within the acceptable range of -1 to +1 (Hair, et al., 2018). Cronbach’s coefficient alpha was used to determine reliability and internal consistency of the constructs (Table 5), and all values conform to the threshold of ≥ 0.7 (Nunnally & Bernstein, 1994; Hair et al., 2018).

Table 4. Descriptive Statistics of Model Variables

Variables	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis		
						Statistic	Std. Error	Statistic	Std. Error
Revisitintention	395	2.60	4.95	3.8337	0.48432	-0.107	0.123	-0.543	0.245
Attitude	395	1.63	4.63	3.2547	0.60634	-0.054	0.123	-0.544	0.245
Subjectivenorm	395	1.20	4.60	3.1822	0.79632	-0.612	0.123	-0.459	0.245
Houskeeproomoutlook	395	1.40	5.00	3.6573	0.77082	-0.158	0.123	-0.165	0.245
Frontofficeservices	395	2.13	5.00	3.6459	0.65184	-0.099	0.123	-0.755	0.245
Emplyeguestattitude	395	2.11	5.00	3.6669	0.62945	-0.027	0.123	-0.771	0.245
Foodbeverageservice	395	1.86	4.86	3.6500	0.62014	-0.213	0.123	-0.682	0.245
Valid N (listwise)	395								

Source: Authors’ computation (2025)

Table 5. Reliability Statistics of Constructs

Construct	No. of Items	Cronbach’s alpha
Revisitintention	8	0.787
Attitude	5	0.850
Subjectivenorm	5	0.860
Houskeeproomoutlook	5	0.843
Frontofficeservices	5	0.801
Emplyeguestattitude	7	0.791
Foodbeverageservice	5	0.798
Research Instrument	40	0.841

Source: Authors’ computation (2025)

4.2 Regression Results

The outcome of the regression model of determinants of customer re-visit intention to hotels are presented in Table 6. The Durbin-Watson statistic of 1.80 indicates absence of serial correlation of errors with an adjusted R² of 0.869, indicating the model has a good fit, which revealed that patrons’ attitude, subjective norm, housekeeping/room outlook, front office services, staff attitude to guest, and food and beverage services, jointly explained 86.9% of the variation in revisit intention. The ANOVA result indicates that the model is statistically significant ($F(6, 388) = 437.840, p < 0.01$). The insignificance of multicollinearity among the variables is also revealed, as tolerance values were ≥ 0.235 , while the variance inflation factor (VIF) were < 4.5 (Hair et al., 2018; Sekaran & Bougie, 2019). As indicated in Table 6, guests’

attitude ($\beta = 0.113$, $p < 0.01$), subjective norms ($\beta = 0.051$, $p < 0.01$), frontline office services ($\beta = 0.230$, $p < 0.01$), employees' appearance and attitude to guests ($\beta = 0.40$, $p < 0.01$), housekeeping and room condition ($\beta = 0.343$, $p < 0.01$), as well as quality of food and beverage services ($\beta = 0.093$, $p < 0.01$), all exert significant impact on guests' intention to re-visit hotel. Nevertheless, employees' attitude to guests and subjective norms are the predominant and least predictors respectively.

5. Discussion

Guest's attitude exerted a positive and significant ($\beta = 0.113$, $p < 0.01$) effect on re-visit intention, though it is the fourth most impactful predictor. The implication of this finding is that a unit increase in patron attitude will cause a 0.113 rise in RI. Therefore, hypothesis one

Table 6. Regression Results of Determinants of Guests Repeat Visit

A. Model Summary ^a										
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R ² Change	F Change	df1	df2	Sig. F Change	
1	0.933 ^a	0.871	0.869	0.17508	0.871	437.840	6	388	0.000	1.80
B. ANOVA ^a										
Model			Sum of Squares	df	Mean Square	F				Sig.
1		Regression	80.525	6	13.421	437.840				0.000 ^b
		Residual	11.893	388	0.031					
		Total	92.418	394						
C. Coefficients ^b										
Model 1	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics				
	B	Std. Error				Beta	Tolerance	VIF		
(Constant)	0.636	0.067		9.427	0.000*					
Attitude	0.090	0.016	0.113	5.634	0.000*	0.828	1.208			
Subjectivenorm	0.031	0.012	0.051	2.540	0.011*	0.812	1.232			
Houskeeprooomoutlook	0.215	0.013	0.343	16.666	0.000*	0.784	1.276			
Frontofficeservices	0.171	0.025	0.230	6.947	0.000*	0.303	3.305			
Emplyeguestattitude	0.308	0.029	0.400	10.647	0.000*	0.235	4.260			
Foodbeverageservice	0.073	0.025	0.093	2.856	0.005*	0.313	3.192			

a. Dependent Variable: Revisitintetion

b. Predictors: (Constant), food and beverage services, subjective norms, attitude, housekeeping and room conditions, front-office services, employee attitudes toward guests; ** ($p < 0.01$); * ($p < 0.05$)

(H₁) is supported. A guest's favorable attitude toward a hotel, that is formed through positive experiences, satisfaction, a sense of value and loyalty, is known to strongly predict their revisit intention (Sharma and Ab Rouf Bhat, 2022; Maulana, 2024). Patrons' positive attitudes

influence their choice of hotel where their satisfaction stems from service quality, and loyalty which drives their intention to return (Nazariana et al., 2024). Thus, the significant effect of attitude on repeat visit found in the study could be attributed to this situation. Comparable findings were also reported by Dhewi et al. (2023) in their study of guests' intention to repeat visit to hotel in Indonesia.

The social pressure from people who are important to patrons influence their choice of hotel as well as their likelihood to repeat visit (Belanche et al., 2019; Abbasi et al., 2021). Thus, subjective norm showed a direct and significant ($\beta = 0.051, p < 0.01$) influence on re-visit intention of guests in star-rated hotels. Although, it is the least predictor in the model, a 10% increase in societal pressure, will lead to 0.51% impact on intention to revisit. Arising from the foregoing, hypothesis two (H_2) is confirmed. This finding is consistent with the report of Zhang, Wong & Wang (2025) where subjective norm positively influences intentions to visit green hotels by university students in China. Influence of close friends, family, colleagues and contemporaries can exert social pressure that ultimately can affect the decision to patronize a hotel, as well as the decision to repeat visit (Wang, et al., 2023).

Rooms are the principal offerings of many hotels, and thus, the quality of the rooms have a great influence on the extent of satisfaction of customers and their behavioral intentions (Nazariana et al., 2024). House-keeping and room outlook depicts the level of cleanliness, ambience and comfort the rooms exude. The effects of housekeeping on repeat visit is positive and significant ($\beta = 0.343, p < 0.01$), and it is the second most dominant predictor of RI. The result implies that a unit rise in housekeeping and room outlook will instigate a 0.343 increase in intention to revisit hotels by guests. H_3 is therefore, confirmed. A clean and comfortable environment elicits positive emotions of happiness and contentment that would make patrons long for the service with the intent to repeat purchase or visit (Inoni & Okorie, 2022). Guests' contentment with hotel services is likely to foster their attachment to, and loyalty to a brand and consequently, repeat visit. As the level of feelings of fulfilment and joy of consumers is stimulated by their satisfaction, brand preference will increase as well as their decision for repeat purchase of the brand or visit in the future (Inoni & Ogundare, 2024; Nazariana et al., 2024). The result is in consonance with the report of Simarmata et al., (2022) in Indonesia where physical quality in terms of rooms' coziness, beds and linen, bathroom condition, provided amenities, room odor, functionality of the air conditioner had significant effects on hotel RI. Similar findings have earlier been reported by Uboegbulam and Ezurume (2020) among hotel patrons in Port Harcourt, Nigeria.

Front office services also directly and significantly ($\beta = 0.230, p < 0.01$) affect revisit intention amongst hotel patrons. A unit increase in the quality of services rendered by front office staff, has the propensity of increasing RI by 0.23. This is so because service quality is a critical prerequisite for competitiveness and for establishing and sustaining satisfying relationships with customers, particularly in service-oriented organizations (Inoni, 2021). Furthermore, the quality and value of the services provided is one of the critical elements that can be leveraged upon to influence customer satisfaction thereby stimulating behavioral intentions. In order to promote guests loyalty and repeat visit, hotel managers need to implement a marketing strategy that entails continual enhancements to the quality of services offered and employees conduct, through professional and ethical training and incentives (Inoni, 2025). The significant effects of service quality have been reported by Asgeirsson, Gudlaugsson & Jóhannesson (2024) in their study of the influence of SQ and reputation on hotel performance in Reykjavík, Iceland. Comparable results were also reported by Olorunsola et al. (2024) on the influence of front desk service quality on intention to revisit ecocentric hotels. The foregoing discussion thus confirmed H_4 .

Employees' attitude to guests is another explanatory variable that exerted significant ($\beta = 0.40$, $p < 0.01$) impact on customers' revisit intention; as a percentage improvement in staff attitude to patrons would result in a 0.4 likelihood for guests repeat visit. This result aligns with that of Wampande and Osunsan (2020) which found the attitude of employees as a significant predictor of guests' satisfaction and intention to repeat visit. The attitude and behavior of staff who are involved in delivering service to customers directly have a great influence on the behavioral intentions of guests. A good client-employee service interaction promotes positive word-of-mouth that leads to recommendations to family, colleagues and friends that could ultimately lead to patrons' loyalty and re-purchase decision. Furthermore, employees with positive attitudes create welcoming environments, provide empathetic and courteous service, thereby enhancing the overall guest experience, and increasing the likelihood for guests' to re-visit. When staff are friendly, helpful, attentive and efficient in rendering services to customers, it builds clients' trust in the service provider, and makes them feel assured of consistent quality service in the future. Other studies supporting our findings are those of Bichler, Pikkemaat & Peters (2021) in Austria and Sornsaruht (2024) in Thailand. H_5 is therefore supported.

Food and beverage (F&B) services also have positive and significant ($\beta = 0.093$, $p < 0.01$) effect on intention to repeat visit. Although its impact is low compared to other predictors, a 10 percentage increase in the quality of food and beverage services will cause a 0.93 propensity of guests to re-visit the hotel of choice. Therefore, the result supports H_6 . F&B services are an integral part of guests total hotel experience, and high-quality food and attentive service are essential for hotels to stand out from the competition. Therefore, maintaining consistent high standards in food preparation, ingredients and beverage selection to meet and exceed guest expectations is a veritable marketing strategy for customer satisfaction, retention and loyalty. Bichler, Pikkemaat and Peters (2021) found food quality and excellent service as predictors of revisit intention in their study in Austria. The reports of Inoni, Olannye and Gladson-Nwokah (2016), Inoni, 2024 and Shariff et al. (2023) amongst the general population and university residents respectively, in Nigeria and Malaysia, are also consistent with the findings.

CONCLUSION

Owing to intense competition in the hotel sub-sector of the hospitality industry in Delta State, Nigeria, many hoteliers are facing serious challenges to provide both superior services and exceptional food and beverage experiences that can foster customer loyalty and repeat patronage. The study examined the effects of guests' attitude, subjective norms, frontline office services, and employees' attitude to guests, housekeeping and room conditions, as well as quality of food and beverage services on guests' intention for repeat visit. The results revealed that all the independent variables exerted positive and significant influence on RI in the study area, with employees' attitude to guests as the predominant predictor of RI. Because the quality of services and room conditions are very critical to the comfort of guests, hotels must ensure that the totality of their offerings matches or surpasses the expectations of the clients, in order to engender customer retention and repeat patronage.

Employees with positive attitudes create welcoming environments, provide empathetic and courteous service, and enhance the overall guest experience, thereby making guests more likely to return and recommend the hotel. Therefore, the authors recommend that management should invest in employee training and development to build their skills and confidence in rendering personalized services to clients.

In view of the overwhelming challenges operators face in the travel and hospitality industry, stable electricity supply or reliable alternative energy system should be provided to reduce energy and operating costs, as well as improvement in overall infrastructure development.

Furthermore, access to affordable financing options and capacity building for hotel management needed to be put in place to stimulate investment in the industry. Although impediments to rapid and sustainable development of the tourism sector in Nigeria are common in several respects, the difficult terrain and flood-prone areas in most parts of the Niger Delta region presents very peculiar obstacle for infrastructure development for coastal States. Thus, government intervention is required urgently to address the infrastructural deficits of poor road networks and weak transport and communication systems, as these will provide the enabling environment that would stimulate private sector investment in the industry.

The study's practical implication is that hoteliers need to implement a marketing strategy that involves continuous improvement to the quality of services provided, and their operational environment. To do this, employees conduct has to be enhanced through professional and ethical training to provide courteous, reliable and personalized services to win patrons' loyalty. The originality value of the study stems from the application of the modified TRA model which posits that behavioral intention is shaped by attitude and subjective norm; as positive attitudes toward a hotel's services and social recommendations from peers impact greatly on guests' intention to revisit.

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