

RESEARCH QUESTIONNAIRE

SOCIAL AND CULTURAL EXPERIENCES WITH LOYALTY TOWARDS HOTEL SERVICES: THE MEDIATING ROLE OF CUSTOMER SATISFACTION

Instruction: Kindly rate your personal experience with this hotel by indicating the extent of your agreement or disagreement with the statements based on the response scale provided below, by ticking (√) on the appropriate option:

Keys: SA = Strongly Agree, A = Agree, FA = Fairly Agree, D = Disagree, and SD = Strongly Disagree

	Cultural Experience	SA	A	FA	D	SD
1	This hotel understands the taste of the local community.					
2	This hotel can cater to people of different cultural backgrounds.					
3	The nature of the services in this hotel does not affect the customer's religious beliefs.					
4	This hotel can offer quality meals for both Nigerians and foreigners.					
5	Language is not a barrier for customers in this hotel.					
6	Customers can patronize this hotel in their different fashions and styles.					
	Social Experience					
7	I feel this hotel is a good place for me and my family to come and relax.					
8	I feel this hotel is a good place for me and my friends to come and relax.					
9	I patronize this hotel because I admire the quality of customers that visit this hotel.					
10	This hotel is a good place to meet important people.					

Customer Satisfaction Towards Hotel Services

S/N	STATEMENT	SA	A	FA	D	SD
11	The quality of food in this hotel is satisfactory.					
12	I feel very comfortable in this hotel.					
13	I enjoy the atmosphere and environment of this hotel.					
14	Overall, I am satisfied with the quality of the service in this hotel.					
15	I am satisfied with the friendliness displayed by the staff of this hotel.					
16	I have no regrets patronizing this hotel.					

Customer Loyalty Towards Hotel Services

S/N	STATEMENT	SA	A	FA	D	SD
17	I will always continue to patronize this hotel.					

18	I can recommend this hotel to anyone at any time on any day, based on my experience with the quality of the services in this hotel.					
19	I will not switch to another hotel, even if they offer me discount, instead of this hotel.					
20	I do not mind to pay for extra charges because of the quality of the services I experienced in this hotel.					
21	Any customer can rely on this hotel to link them with other hotels for any form of global transactions.					