EFFECT OF QUALITY SERVICE PROVISION ON STUDENT SATISFACTION BY PRIVATE HOSTELS IN KENYA.

A CASE OF HOSTELS AROUND USIU-AFRICA, NAIROBI

BY

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DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University in Nairobi for academic credit.

Signed: ________________________ Date: ______________________________

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This project has been presented for examination with my approval as the appointed supervisor.

Signed: ________________________ Date: ______________________________

Dr. Paul Katuse

Signed: ________________________ Date: ______________________________

Dean, Chandaria School of Business
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ACKNOWLEDGEMENTS

First and foremost, I would like to acknowledge my supervisor Dr. Paul Katuse for his continuous support and guidance through this study. I wish to also thank my classmates for their moral support.
DEDICATION

This study is dedicated to all those involved in the hospitality industry and special dedication goes to my family.
ABSTRACT

The purpose of this study is to look at the effects of service quality on the customer satisfaction. The study focused on hostels whose main customers are students. The specific objectives of this research were as follows: the effects of the surroundings on customer satisfaction, the effects of social amenities on customer satisfaction and the effects of safety and security on customer satisfaction.

The research was carried out in hostels around USIU-Africa, Nairobi. Four hostels were used for the research. A sample of ten percent was used from the total population. The sample size of the research was 47 students. For data collection, questionnaires were used on students that live in hostels around USIU-Africa. The data was gathered was entered into the Statistical Package for the Social Sciences (SPSS) and then analyzed. The findings were presented in form of tables bar graphs and pie charts.

This study adopted the use of descriptive survey design on a population of 470 students living around USIU hostels. A closed-ended questionnaire had been used to collect primary data from the target respondents.

The first research objective was to determine the effect of surrounding environment on student satisfaction. The findings showed that there exists the significant relationship between surrounding environment and student satisfaction, r (0.532); p value < 0.01.

The second research objective was to determine the effect social amenities on customer satisfaction. The findings indicated that there exists a significant relationship between social amenities and student satisfaction, r (0.561); p-value < 0.01.

The third research objective was to determine the effect of security on student satisfaction. The findings show that safety and security had the strongest relationship with student satisfaction, r (0.596); p-value < 0.01.

This study concludes that the surrounding environment is crucial in that it can enhance customer satisfaction in hostels by putting in place a peaceful ambiance, clean environment, location, adequate space, good neighborhood, and constant water supply. This study concludes that wireless internet service, laundry services, adequate studying light, back-up power supply and studying furniture enhance student satisfaction in the hostel service industry. This study also concludes that presence of first aid facilities, firefighting equipment,
security guard, CCTV surveillance and alarm systems in hostels enhances customer satisfaction in terms of service delivery.

This study has established a significant relationship between surrounding environment and customer satisfaction. Therefore, the study recommends that the hostel service providers should invest in creating a favorable environment that consist of elements such as peaceful ambiance, clean environment, friendly neighborhood, convenient location and constant water supply in order to enhance customer satisfaction. Since the findings of this study established a significant relationship between social amenities and customer satisfaction in hostels. Therefore, this study recommends that hostel service providers should put in place various social amenities such internet service, studying tables and recreational place for them to enhance student satisfaction. The study also recommends that hostel service providers should take various measures pertaining to security to enhance customer satisfaction and these include, CCTV surveillance, secured compound, security guard, firefighting equipment, first aid facilities and alarm systems.

This study focused on the effect of quality service provision on student satisfaction by private hostels in Kenya. The study variables were limited to surrounding, social amenities and safety and security. Future studies should investigate other factors such as customer service, contractual obligations and payment options.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the study

The tourism and hospitality industries can be said to be important drivers of economic development in many parts of the world and are also greatly affected by globalization. Due to the increase in tourism internationally, it creates an opportunity for tourism in Kenya to grow as well. This could be an important factor in the accomplishment of Kenya’s vision 2030.

According to Kim (2008), customers involved in the hospitality industry have begun to demand for goods and services that will add some value to their experience. But it is difficult to do so in an industry that is uncertain. One has to keep trying to understand the changing needs of the customers and how well to respond to them. Every firm needs to have a competitive advantage or else it will not have the economic reason for existing. These firms definitely face challenges when developing new resources, trying to capture a bigger market share and effective planning of strategies.

As the hospitality and tourism industry happen to be considered as a foreign exchange earner, most of the stakeholders and along with the Kenyan government have been promoting Kenya as the tourist destination internationally. According to the Kenyan National bureau of Statistics (KNBS) (2010) the hospitality and tourism industry contributes more than 13% to the GDP. The impact is greater than other industries such as the banking industry, automotive industry and the chemical industry and therefore also the number of people employed in this sector.

According to Hossan (2012), the key factor for measuring the performance of an organization is customer satisfaction. Customer satisfaction can be measured in so many different ways. When an organization is able to understand the benefits and the cost relationships of the customers’ expectations, at that point, customer satisfaction can be measured. Customers that attain the satisfaction they were looking for, are most likely to have a positive emotional attachment to that brand which leads to customer loyalty. This could be further explained by the fact that even if other competitors come up with better offers, the customer will stick with the brand it is attached to because of the trust that had been built.

The whole idea of quality service becomes difficult to define considering the intangible nature of the services being offered and looking into the hospitality sector, the factor that
differentiates rivals is the service quality (Kandampully, 2009). Therefore, the quality of service offered to the customer can lead to customer satisfaction (Kasper, Helsdingen, and Gabbott, 2006).

When looking into service performance, there are five major factors that assist in the smooth management of operations. These are flexibility, dependability, quality, speed and the cost (Slack, Chambers, and Johnston, 2010). The quality and cost of the service are the foremost factors that a customer will consider to see in the service being offered to them followed by the speed, flexibility and dependability. In case of poor services, one could analyze the above factors by seeing what had not been met previously.

According to Crawford (2013), the quality service can be used a strategy for competitive advantage. The cost, flexibility, quality, time and innovation are the sources of competitive advantage (Evans & Collier, 2007).

In Kenya, university education has become a very important tool when it comes to acquisition of jobs in order to encourage future economic development. There is high level of competition between private universities in Kenya (Waruru, 2013). The level of competition is so high that universities are using some of their alumni in order to purchase advertising space in print and electronic media so as to create awareness (Waruru, 2013).

The oldest private university is the University of East Africa Baraton in Kenya which was registered in the year 1991. The reason why universities are in existence is because the public universities cannot take in the large number of students that complete high school every year. Sometimes students enroll in private universities because of the different courses that are offered by the private universities which are not offered by the public universities and also because of the quality of education (Waruru, 2013).

There exists a controversy which focuses on identifying the real customers of education and whether terms like customer satisfaction can be applied to them. According to Vouri (2013), there is also a confusion to identify who is the primary customer of higher education. Is it the parents, the students, the government or the society? It is said that the customer is the end user of that particular good or service. Therefore in this case, the primary customers of education are the students since they benefit the most from the acquired knowledge.

These private institutions need to know how to satisfy their students because these are the same students who will recommend the institution in future to their friends and relatives. Due
to this fact, there is a high increase in the level of student enrolment into different universities and therefore also an increase in the accommodation sector.

A hostel is a setting that provides a specific group of people lodging and food at a reasonable price. One thing for certain is that the type of customers that use hostels are different than those who would use hotels. The main consumers of hostels are students and workers. This is because students and workers have other essential needs and priorities. According to Pearce (2009), the hostel residents have a certain age group which is below 40 years old and they are willing to be involved in social and participatory activities.

The continuous change in the business environment has also led to a change in how people perceive hostels as cheap and basic. Hostels can no longer be associated with poor quality accommodation. Almost all hostels today are upgrading their services today to match the standards expected by a tourist (Cave & Ryan, 2008). Improvements can be made on the quality of service provided when the hostel managers are aware of how the services being offered are perceived by the customers.

According to Kasper (2008), the quality of the service affects customer satisfaction. The hostel service providers need to satisfy their customers for them to be able to maintain competitiveness, retain customers and also loyalty. It is impossible for universities to provide accommodation to all their students. This is where private hostels around the campus come in. in Kenya, there are 31 accredited private universities and 25 of these universities have their branches in Nairobi. The private universities in Kenya account for around 60,000 students. This is 21% of the total undergraduate population (Waruru, 2013).

A study found that student’s perception of the living environment was affected by the nationality, gender and the duration of residency. Substantial differences were found in the responses between the male and female students on how they perceived their environment (Amole, 2009). Another research on student accommodation showed that the students that were living on the highest floor perceived their rooms to be bigger and better than those that were living on the lowest floor. It was further concluded that the student’s privacy had a great impact on customer satisfaction (Fisman, 2009).

There are many private hostels that provide accommodation to United States International University-Africa students and other bachelors. The hostels are in form of flats. The students can either choose to share rooms or live individually. The rooms can be big or small depending on the price. There are more than 5 hostels in the area. The hostels provide
different services to its customers. Some hostels offer wireless internet, laundry, cleaning services and also closed-circuit television (CCTV) cameras for high security. These services can be included in the rent or the customer may choose to pay for them separately.

1.2 Problem statement

The high competition, improved standard of living and the increasing customer awareness are factors which organizations are looking at when designing their customer satisfaction strategies (Kadir et al, 2011). All organizations are finding ways to retain their old customers because the cost that is incurred to acquire new customers is quite huge (Safwan, 2010).

There are various studies that have been conducted on the level of service quality and customer satisfaction. Otemba (2012), did a research on the telecommunications sector which was focusing on the five dimensions of service quality. The findings showed that the five dimensions of quality service did actually have an effect on customer satisfaction. Another research was done by Mabinda (2012), on audit quality and customer satisfaction. The findings from this research showed that the organization’s reputation and price had a direct effect on customer satisfaction.

A lot of effort has been made to find out the factors that affect overall resident’s satisfaction with their housing and their neighborhood, and less investigation has been made to investigate students’ satisfaction with their university accommodation (Amole, 2009). This calls for further investigation.

According to the Kenyan National bureau of Statistics (KNBS) Statistical Abstract (2011), in the year 2005, only five public institutions of higher learning in Kenya with total enrolment of 49,272 were recorded. By the year 2008, the total enrolment in all public institutions had increased to 59,297. The total enrolment during 2010-11 academic year indicated further increase of about 71.37% which increased the total enrolment to 84,446. Due to the continuous increase in enrolment, the financial burden for institutions increased and also with, it the cost of providing quality accommodation.

With the increase in demand for education the demand for well located, managed and good quality hostels are on the rise. The physical setting of hostels has not been investigated in detail. With this respect, this research will fill the existing knowledge gap by identifying which factors of quality service affect customer satisfaction in hostels around USIU-Africa Nairobi.
1.3 General objective
The general objective of this research was to determine the effect of quality service on customer satisfaction in hostels around USIU-Africa, Nairobi.

The research looked at the following specific objectives:

1.4 Specific objectives
The specific objectives of this study are:

1.4.1 To determine the effect of the surrounding on customer satisfaction within hostels.

1.4.2 To determine the effect of social amenities on customer satisfaction within hostels.

1.4.3 To determine the effect of security on customer satisfaction within hostels.

1.5 Importance of the study
The study will be of importance to the following:

1.5.1 Customers
The main customers who are students in this case will benefit from this research as they will be able to find the right place that can satisfy their needs. They will know what services are more important in a hostel that could possibly make their lives easier.

1.5.2 Hostel Managers
The study will benefit the hostel managers as they will know what strategies to put in place so as to achieve high customer satisfaction and if there are any improvements to be made in their hostels. The study will also help managers continuously change their modes of service delivery and use technology such as providing wireless internet to attract customers.

1.5.3 Hospitality Industry
The research will help other firms that are a part of the same industry to be able to see the importance of offering quality service and what role it plays in terms of being competitive. It will help the industry know the current trends in the hospitality sector and also be able to predict any future changes.
1.5.4 Researchers
This study about hostels will provide a background for future research on service quality and performance. It will also give a rough idea to constructors on how to design the layout of the hostels and the services that should be provided.

1.6 Scope of the study
The study took place around USIU-Africa since the area is full of different hostels that provide rooms to university students. There are over 200 students living in hostels and so this provides a good sample population that was used in conducting the study. The research was carried out from January up to March 2019.

The research was limited to hostels around USIU-Africa in Nairobi. Therefore the findings of this research cannot be generalized to other service providing institutions.

1.7 Definition of terms
1.7.1 Service
It can be defined as a time-perishable experience that is carried for a customer acting in the role of co-producer. A service is always intangible (Fitzsimmons & Fitzsimmons, 2011).

1.7.2 Service Quality
This is a difference between what a customer expects and the service that is offered to the customer the quality of the service in most cases determines customer satisfaction (Ouyung, 2010).

1.7.3 Hostel
A hostel refers to temporary accommodation mainly for students and travelers. It is a type of accommodation (Ramez, 2012).

1.7.4 Competitive Advantage
It is said to be a value that the business provides, which turns out to motivate its consumers to keep on buying its goods and services than those of its competitors. (Christensen, 2010). It also seeks to recognize the nature of the distinctive value that the organization keeps on producing to the benefit of different groups of customers (Porter, 2011).

1.7.5 Hospitality
It is considered a contemporaneous human exchange, which one enters into voluntarily and is specially made to enhance the wellbeing of the parties concerned. Hospitality industry is an
overarching label for business which basically provides food, beverage and accommodation mainly for sale (Crawford, 2013).

### 1.7.6 Customer Relationship
Customer relationship is the process of creating and maintaining a long term relationship with potential customers (Hossan, 2012).

### 1.7.7 Customer satisfaction
According to Bala (2013), it is what a customer feels after comparing the perceived performance of a good or service with the actual expectation meaning that, when the perceived performance turns out to be greater than the expected performance, it creates customer satisfaction and if it fails to exceed the expected performance, then it creates dissatisfaction (Sakhei, et al., 2014).

### 1.7.8 Service Excellence
According to Gouthier, Giese and Bartl (2012), service excellence is when the management of an organization delivers outstanding service quality that exceeds the customer’s expectations which then leads to happy customers and therefore more customer loyalty.

### 1.7.9 Accommodation
Accommodation can be defined as a room for receiving people, especially, a place for living or lodging for a specific period of time (Safwan, 2010). A residential accommodation is a place that is occupied by private houses for a longer time.

### 1.8 Chapter summary
This chapter highlights the importance of competitive advantage through service excellence. It gives background information of the study which is followed by the statement of the problem. It clearly states the general objective along with the specific objectives. It also covers how the study will benefit others and the last section points out the definition of various terms which will be used in the research. The next chapter, chapter two will provide the literature review on how the security, physical surrounding and the social amenities affect customer satisfaction.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction
This chapter discusses the literature review on the impact of quality service provision on customer satisfaction in hostels. This section has been divided into three parts: The first is to determine the effect of the environment of hostels on customer satisfaction, secondly to determine the effect of social amenities on customer satisfaction, and lastly to determine the effect of security on customer satisfaction. The importance of each of these factors was discussed below.

2.2 The effect of the surrounding on customer satisfaction in hostels
It is known that the hospitality industry provides very comfortable and cozy facilities to its visitors which means that the hospitality industry has a great role in this society. Back then the hospitality industry used to provide traditional facilities and services but the customers today are expecting a greater level of service and physical environment. Managers involved in the hospitality industry have been keeping up with new trends due to the fact that customers are becoming more and more sophisticated. This calls for a continuous upgrade in the hospitality industry (Godfrey, 2011).

Customer satisfaction is based on three dimensions which are price of the product, quality of the product and quality of the service. The quality of the service is formed by three other sub-dimensions which are: quality of the communication between the seller and the purchaser, quality of the outcome and the quality of the environment. The environment involves the employees, equipment, furniture and communication materials which are referred to as tangibles. The environment might just be one element from all the other mentioned dimensions, it is very crucial to understand how important it is for customer satisfaction (Arora & Saxena, 2013).

Hostels are said to be a cheap form of accommodation mainly for travelers. In many parts of the world, a hostel provides temporary accommodation to students and travelers. Hostels use pricing to compete with their rivals and also to attract customers (Ramez, 2012). When it comes to student hostels, pricing was used as the main strategy to increase the demand. Today both students and travelers are asking for more than just a reasonable price. Factors such as continuous supply of water, electricity, laundry, provision of internet, security are
important in a hostel. A hostel that does not provide recreational facility may not be able to survive in this competitive industry (Arora & Saxena, 2013).

Wall and Berry (2007) have studied the effects of the environment on the quality of service. They argue that the environment has impact on the customers’ expectations of service excellence. This is because customers want to see and touch in order to be satisfied with the level of service. Therefore, the environment is a crucial marketing element in the hospitality sector.

Most of the organizations today want to provide enough space for the customer to eat, wash, bathe, move around, relax, communicate and carry out their business because the customers these days are involved in many different activities. The guests want to see a well decorated room with beautiful furniture and equipment and some special amenities for their comfort. Also in a hotel’s ambience, factors such as the entrance or lobby help in developing a strong impression of the whole building (Dhiraj, 2007).

The physical surroundings in a hostel is the most important factor that a student uses as a criteria for achieving satisfaction. If the physical environment of a hostel is not good enough, it affects the student's performance in school.

2.2.1 Tangible and intangible environment

In the hospitality industry, most of the products are a combination of tangibles and intangibles. The tangible and intangible features are intertwined which makes a great impact on how the quality can be assessed (Alzaid & Soliman, 2002).

2.2.1.1 Tangibles

The tangible features in the hospitality industry can be measured, assessed and submitted to certain standards. According to Johnston (1995), the tangible elements are related to cleanliness or the neat appearance of those elements. It is argued that the tangible features can be more influential on the customer’s satisfaction because they can be easily modified as compared to the intangible features (Albayrak, Caber & Aksoy, 2010).

The tangible elements in this sector are such as the furniture and equipment, the facilities, design and décor, location, architecture, employee’s uniform and appearance (Vouri, 2013). The ambience has a great impact on the behavior of the customer and this could either destroy or build the image of the firm (Ouyang, 2010). Most of the times the customers use the tangible assets to evaluate the environment of the hotel or hostel.
According to Hossan (2012), when a firm uses its physical environment to attract customers, the firm gains the customers support. If the factors that are used to beautify the environment do not match the customer’s perception, then this leads to dissatisfaction. For the hotel or hostel to be successful, creating and maintaining a conducive environment is very crucial. This might even allow the customers to extend their stay.

2.2.1.2 Intangibles

Intangibility is also a characteristic of service (Wolak, Kalafatis and Harris 1998). The intangible aspects in the hospitality industry according to the customers are the price, quality of service, safety and the reputation of the facility. Also, the intangible relationship between the staff and the customer can have a positive or a negative effect on the service quality (Johnston, 1995).

2.2.2 Ambience

Ambient conditions are elements that happen to have an impact on the perceptions of the physical surroundings and also the human responses. Ambient conditions have an effect on all our five senses and it includes background aspects such as the right amount of light, temperature and the types of noise. It is not easy to know exactly how a customer will react to the ambiance but what is clear is that anything to the extreme will be clearly seen from the customer’s expression once the customer arrives (Vouri, 2013).

One of the most important issues for managers in the hospitality industry is the ambience (Heide, Laerdal, & Gronhaug, 2007). Ambient conditions are related to the intangible environment such as the temperature, smell, sounds and the quality of the air (Ryu & Jang, 2008). Once the customer is aware of the ambience. Two can happen; either the customer can approach or the customer can avoid (Markovic, Djeri, Blesic, Galambos & Galambos, 2014). The ambient conditions are an incentive that will determine whether a customer stays or leaves. When a customer portrays avoidance, it means that the customer wants to leave.

When it comes to what students prefer in a hostel, various studies look at the different aspects of a hostel facility and the service provided to evaluate their whole service experience. The top five factors that anyone residing in a hostel prefers are security, location, the cleanliness, personal service and other services such as Wi-Fi and laundry. Apart from these, also the social ambience leads to customer satisfaction (Musa & Thirumoothi, 2011).

According to Musa and Thirumoothi (2011), the physical aspect of the hostel does not develop social ambience, it is developed through how the staff of the hostel and the guests
interact with each other. The presence and the attitude of both the staff and the guest’s leads to a very special atmosphere which makes the hostel experience feel like home, cozy and friendly.

Usually there are two cases in which a guest would react. This is when a guest feels comfortable or when a guest feels uncomfortable. When a customer is happy with the services offered by the firm, he or she spends more on that firm and not only does the customer come back but the customer also recommends the firm to other people.

Customers portray certain type of behaviors after the service performance. The behaviors are: avoidance and approach. When a customer shows signs such as coming back to the place, extending their stay or spending more, this is classified as the approach behavior and when the customers keeps complaining and saving money, this is classified as the avoidance behavior. A good service therefore, will always increase the approach behavior (Safwan, 2010).

2.2.3 Spatial layout
Spatial layout simply refers to how the space is being used. It shows how and where things have been placed. For example, how the furniture has been arranged in the rooms and also how quickly a customer can access his or her room. Sizes and shapes of furniture and their location is very important. Customer satisfaction is achieved when all the things in the environment function well although most firms do not value the role of spatial layout. (Vouri, 2013).

Hostels usually offer a variety of rooms such as a single room, double-shared room and a triple-shared room. Some hostel rooms also have an in-built kitchen, a restaurant in the same compound and a common room. The common rooms are designed to build and increase social interaction. The size of the hostel room can really effect the satisfaction of the student. Students that were living in a triple sharing room were not as satisfied as the students living in the double sharing rooms. Small sized rooms can be uncomfortable for students that are quite huge in size (Dahlan, Jones, Alexander, Salleh and Dixon 2008).

In the past hostels were built for an individual who wants to stay for a certain time period and at a lesser cost and a bed to sleep in without considering the spatial layout. Most students today require the right furniture and space for studying. A place for a desk is important as well as a book shelve. Table lamps have become a necessity for late night readers.
2.3 The effect of social amenities on customer satisfaction in hostels

Social amenities is a term used to describe features that make a place more comfortable, suitable and enjoyable to live in. The customers in this generation are becoming very selective with their choices due to the high level of information transfers between people. In the hospitality industry, customer satisfaction is a huge challenge because it is not easy to meet the increasing demands of the customers. Therefore, for a business to be able to increase its customer base in the hospitality sector, the factors that lead to customer satisfaction should be (Shanka & Taylor, 2008).

The relationship present between customer satisfaction and the quality of service is anticipated to grow. The physical facilities provided and the service performance directly affect the overall satisfaction. Shanka & Taylor (2008), have come up with seven elements that can possibly influence customer satisfaction and their choice in the hospitality industry. These are: room qualities, service quality of the staff, business services, security and general amenities.

According to Onyike and Uche (2010), the maintenance and services have a great effect on the hostel facilities and quality which also affects the level of student satisfaction. The maintenance of the hostel is a combination of the technical and administrative actions that are supposed to assist a hostel carry out its normal functions. There are two types of maintenance; planned maintenance and unplanned maintenance. Planned maintenance is carried out according to plan and unplanned maintenance is carried out when there is an unexpected damage.

2.3.1 Technology

One of the factors in the general amenities is the technology amenities which have become very important in the hospitality sector (Berezina & Cobanoglu, 2010). Most businesses had embraced the use of technology in their operations in order to improve the performance of the employees and to increase profits (Lee, et al., 2003) but not much attention was paid to improve the services to the guests through the use of technology up to a decade ago (Siquaw, et al., 2000).

However, companies today use technology to gain competitive advantage in the hospitality industry (Ham, et al., 2005). It is therefore, a value-added amenity which is a way to increase differentiation and the customer satisfaction.
Information technology has changed how the hospitality industry carries out all its operations. The hospitality industry has started to make use of kiosks and self-service technologies. Self-service technologies are like self-check-in, self-check-out and food service kiosk (Carlin, 2007). In the year 2005 the importance for this service increased by 8%. Managers have seen that self-service has improved customer service and overall operational efficiency (Kasavana, 2005).

Information technology is also being fully utilized by companies in the hospitality industry to advertise the goods and services, to make bookings online and also to receive complaints and any suggestions from the customers (Ham et al., 2005).

With the increasing use of technology, the risks that have been associated with it have also increased. According to one study, virus attacks, laptop thefts, insider abuse of internet access and spoofing were the most common threats to the IT systems (Cobanoglu, 2007). This threat has led many hotels to exercise caution and use different security options. Most commonly used defense is an anti-virus software which is followed by hardware and software firewalls. Apart from that the hospitality industry also utilizes physical security (Cobanoglu & DeMicco, 2007).

Based on the range of IT applications that can be used in the hospitality industry, it is best for the operators to have a wider understanding of such applications. This can help the operator know which areas have met their expectations and which of those require further improvements.

2.3.1.1 Wireless Internet

Humans greatly depend on the availability of the internet for business and to also remain connected with their loved ones today, even when travelling. People are becoming mobile, moving always from one place to another. For this reason alone, the use of wireless internet is having a major impact on our lives. This increases the need for internet services in the hospitality sector (Singh & Kasavana, 2005).

The access to wireless internet is an important factor in the services provided in the hospitality industry. The wireless internet service has caught a great attention than all the types of innovative technology that is being used in the hospitality sector (Singh & Kasavana, 2005). It uses wireless LAN which is usually installed in open areas such the lobby and swimming pool area and also in the rooms and conference halls.
Wireless internet is extremely necessary for business travel customers to stay connected to their day to day activities such as checking their emails and conducting research. Therefore, this is an important criteria when customers select a hotel (Victorino et al, 2005). When a hotel offers wireless internet, there is a greater chance that the customer will return and it will also increase the positive recommendation. Also, in case of hostels, most students look for places that offer wireless internets as this helps them when they have assignments and other research work to carry out.

Although wireless technologies have shown increasing growth in the hospitality industry, there have been rising issues about the security. Most of the IT applications involve the use of phones, tablets and laptops. In addition to that, the wireless technologies such as Wi-Fi is the most common. It allows guests to access wireless internet from the bar, lobby and the rooms (Bentley, 2005). According to Boehmer (2005), the hospitality industry is the leading Wi-Fi hotspot location that has more than 60,000 sites in the world.

The Radio Frequency Identification (RFID) is another technology that hotel managers are using for cashless payment systems. The Radio Frequency Identification uses computer chips that allows the chips to communicate wirelessly with a receiver. The Radio Frequency Identification Systems have been integrated with the POS system in order to process all credit and debit account payments (Kasavana 2005). Other hospitality companies have gone ahead to use biometrics like the use of fingerprints, facial scanners and iris scans to improve on safety and security of the guests and staff.

2.3.2 Cleaning Services

Cleanliness is said to be the foundation of the hospitality industry (Yang, 2014). The cleanliness and interior décor bring about a positive effect on the customer’s satisfaction. Some studies have shown that the cleanliness of a place is the topmost important factor of how a customer will perceive the quality of the service (Barber & Scarcelli, 2010). According to Lockyer (2005), the physical environment is all about the cleanliness. This is what leads to a customer selecting that particular place to stay. It’s not just about the room being clean but also the entire building.

According to Barber & Scarcelli (2010), cleanliness is part of the tangible element of the service quality. The cleanliness of a place will determine whether the customer comes back or not. A research by Zemke, Neal, Shoemaker, and Kirsch (2015), found that cleanliness
was a very important factor to the customers in the hospitality industry. A research on how the customers perceived the cleanliness of different items was carried out.

It always pays to be clean. In the hospitality industry, when the customers are unhappy with the cleanliness of the rooms or the food and other places in the building, the management should be prepared to lose them. Some customers find it embarrassing to complain about the cleanliness and find it better not to return (Crouse, 2010).

The housekeeper is said to be a very important employee in the hospitality industry. Some of the departments in the hospitality industry may not think of a housekeeper as an important person but without these housekeepers, the hotels would not really have anything to sell. The housekeepers perform different tasks. They can be internal or external (Crouse, 2010).

Some hotels outsource cleaning services. It might be a huge cost but the benefits of it are immeasurable such as a positive comment about the rooms. Cleanliness of the rooms as well as other places adds to customer satisfaction and loyalty. Customers come with an expectation that their rooms should be cleaner than their homes. There are no other shortcuts that a business can take with regard to cleanliness (Agbor, 2011).

Some hostels do offer cleaning services in and this gives the students the five star hostel type of experience. Students are too lazy to clean their rooms and therefore when there are hostels that provide such cleaning services, they become relaxed. Such hostels tend to retain their customers for a long time (Agbor, 2011).

2.3.3 Lighting

Light is an important factor in the daily activities of human beings. There are efforts by human beings both in developed and developing nations meant to design buildings that use large percentage of natural light. Electricity can be very expensive for many people with low incomes. Therefore designing building that use natural light can reduce these costs (Edward & Torcellini, 2002).

Natural lighting can have psychological and physiological effects on those living in that building. This is a point that should be noted when designing a building. Natural light as opposed artificial light gives a natural view of things and a more positive response (Franta & Anstead, 2011).
Natural light has various direct and indirect effects on human beings. Chemical change in human being tissues due to the absorbed light is direct effect and the regulation of biological functions and production of hormones is the indirect effect. Therefore it is necessary for overall welfare of mankind that special attention is paid in building homes, workplaces and especially hostels (Franta & Anstead, 2011).

According to a study, prison inmates who had their cells facing and being able to see the vegetation and mountains from their cell windows had lower sick related cells than those whose cell windows were facing the courtyard that was always noisy (Fischer et al., 2008). Natural light is an old remedy that can sure skin related diseases because it contains vitamin D which is important for metabolic functions in the human body.

2.4 The effect of safety and security on customer satisfaction in hostels

In the hospitality industry, security and safety of people is highly valued. People keep moving every now and then and for this reason, the hotels are becoming second homes for both kinds of people, this is those who travel for leisure and those who mostly travel for business purposes. The businesses involved in the hospitality industry, need to look out for ways that will enable them to gain the confidence of their customers (Puri, 2010).

Safety can be defined as an individual’s physical well-being and health being protected. Security on the other hand can be defined as a step-by-step effort to provide protection from threats that may arise internally or externally (Wood, 2013).

Safety and security are two different categories. The aspect of safety includes how the building has been constructed. It tries to make sure that the environment is safe for the customers and also for the employees. The security aspect looks at the threats that have been imposed by people and not the physical environment which means that security depends on the person and this cannot be predicted (Police Department, 2008). In order to increase safety and security, installations of electronic locks, smoke detectors, fire sprinklers and closed circuit televisions have been made (Okumus, 2005).

A good hotel management seeks to welcome and provide easy access to the guests and their belongings. However, the easy access can be quite a challenge to the management because it becomes difficult for them to identify which of the guests are legitimate guests and which of them are potential threats (Enz, 2009). It also possess quite a challenge when hoteliers need to uphold the highest standard of safety at the same time maintaining the hospitable nature.
According to Speight (2011), some security concepts in the organizations do not fulfil their purpose even when they are there. Reason being that the theft of equipment is usually carried out by the guests and the employees. Another reason is that some employees make less money which pushes them to act dishonestly (Stoller, 2009).

Hotels seem to be the target in most cases because they always offer a high level of access, often 24 hours each day. When a building is large, it usually has more than one entrance and exit and many other public spaces where people gather in large numbers to relax (Horner & Swarbrooke, 2004). About two decades ago, the construction of hotels did not pay a lot of attention to the security aspect. Grand lobbies were built and spacious entrances were constructed. Hotels today try to develop an environment that is welcoming and also secure against any kind of crime. Putting up security measures is not an easy task especially when customers become upset with too much invasion of their privacy (Enz, 2009).

Confidential documents and some valued equipment can be a major concern for guests that are on business trips. The safety and security of these documents will determine where they choose to stay. Also ordinary guests can be concerned about their safety. Most of the travel agencies today are trying to ensure that the recommendations they make about hotels comply with minimum standard of safety and security (Yorke-Smith, 2010). The United Kingdom Institute of Hospitality thinks those hotels that are not supportive of the security concept is because they do not see the return on investment they will get by installing some very expensive security equipment (Wood, 2013).

In the hospitality industry, deaths rarely occur. In the year 2012, Whitney Houston, a United States singer was found dead in the bath tub. The cause of her death was drug overdose (Adams, 2012). It has been seen that deaths in a hotel can occur either during the day or the night but it is difficult for anyone to know about this incident until the cleaning of the rooms takes place. Another reason is that, when a guest hangs a “do not disturb” sign on the door, it makes it difficult to know if the guest is experiencing any problem inside the room. According to the Daily Mail Reporter (2010), a guest in the Hyde Park Towers was found dead. The cause of the death was starvation and it was because of the door sign “do not disturb”.

2.4.1 First Aid

Some accidents are not predictable and therefore, cannot be prevented such as natural disasters and terrorist attacks. This require the people involved in the hospitality industry to
always be prepared for any kind of crisis. Okumus, (2005), state that security is not limited to a single aspect, it has been divided into different types. They further go on to explain that safety and security involves trying to prevent the death and any kind of injury such as falls, accidental slips, burns and cuts to the customers and the employees within the physical environment of the hotel.

Most large organizations today provide health and safety training but first Aid is usually overlooked. An organization that provides first aid training to its staff can reduce the number of accidents. First aid can save lives especially when there are serious injuries and immediate action is necessary. Sufficient training gives confidence to manage emergencies without fear. Also, the trainees are aware of what contains in their first aid kits and how to use the contents (Gibson, 2010).

Training of employees in the hospitality sector is a good approach to increase safety in the premises. Employees can be trained to face accidents such as a fire, theft, burns, cuts and other emergency services when needed. Every employee should have passed through sufficient training in order to reduce accidents. Training of employees does not only save their lives but also the lives of the customers and this further enhances customer loyalty because customers will return to the same place where they feel safe and secured (Murasinwa, at el, 2010).

2.4.2 Street lights

Street lighting is an important tool to promote security and to increase the quality of life by providing light when it is dark so that activities can continue to take place normally. The provision of street lights improves the safety of drivers, motorcyclists and pedestrians. Those who suffer from decreased visibility in the dark are pedestrians and vulnerable road users. Therefore, a solution for all road users should be found in order to reduce that risk (SWOV, 1994).

A research carried out by a transportation department in 2003, was able to find that 73% of the respondents agreed that the provision of street lights can increase the safety of children and another 63.8% agreed that improving the street lights can reduce accidents on the road (Willis, 2003).
2.4.3 Fires
There have been many accidents and incidents that have taken place around the world with both the employees and the guests in the hospitality industry. The incidents are said to have occurred because of the internal design such as the short stride steps, wet floors, slippery tiles, bathroom mats, abnormal floor patterns and uneven floor surface. Even the swimming pools can be dangerous who swim without any supervision (Fitzgerald & Riegel, 2015).

Fires in hotels mostly occur in autumn and even more during winter because of the heaters and the fire-places. Such incidents usually take place in the evening. There are two types of building fires, confined and unconfined fires. Confined fires are those that are confined to a specific object. These are small fire incidents which do not occur frequently. Unconfined fires do have chances occurring if the structure of the building is reinforced with bricks and steel (FEMA, 2010).

An electric fault, cooking in high flames in the kitchen, gas malfunction could be causes of possible hotel fires. According to Tremblay (2015), most of the hotel fires in the boiler room. An electric fault is usually identified in the boiler control mechanism.

2.4.4 CCTV
The hospitality industry’s aim is similar to any other industry’s aim which is ensure the safety of its people and their belongings. For this industry to achieve their goals, they need sophisticated tools such as alarm systems, recordable locks and surveillance systems. In the hotel industry, there are internal and external threats which have a great impact on property loss. The law requires for those involved in the hotel industry to clearly show utmost care to its guests by identifying the threats that exist (Wood, 2013).

According to Puri (2010), a hotel can have multiple access points. Therefore the hotel should carry out physical entrance test exercise just to ensure the safety and security of the guests, their belongings, the staff and the equipment. This can happen when the hotel installs security systems such as the CCTV surveillance systems or alarm systems. Some criminals can also develop a fake Wi-Fi in order to gain access to the guest’s credit card information. This can be a serious threat to guests when such type of data gets out (Ducey & Gilger, 2013).
2.5 Chapter summary

This chapter has addressed how the service quality factors such as social amenities, safety and security and the environment affect customer satisfaction. It states how service quality was perceived back then and how it is perceived today. It shows that for a business to be successful, it needs to identify the needs of the customers and live up to them for customer satisfaction. Service quality in hostels as well, is important for the well-being of the students. The next chapter is chapter three. It will discuss the methodology of the research which consists of the research design, the population, sampling design, sampling frame, sampling technique, sample size, data collection methods, research procedures and data analysis methods.
CHAPTER THREE

3.0 RESEARCH DESIGN

3.1 Introduction

The objective of this chapter is to explain the methods that will be used in this research. This chapter will further explain the research design, the sampling design, the sampling technique and size, the procedures that will be used, how the analysis will be done and lastly the summary of the chapter.

3.2 Research Design

Research work is all about discovering new facts and revealing data that was not known, uncertain or it was needed to test the validity of some existing knowledge (Babie & Halley, 2007). According to Jackson (2009), a survey is a process of collecting information from respondents through questionnaires or interviews. The questions need to be designed properly for purposes of reliability.

The research design that was used to carry out this research is the descriptive research design. The descriptive research design is used to acquire information that shows the participants in an accurate way. It is also used to describe a population with respect to specific variables (Bryman & Bell, 2011). Descriptive research design provides a whole picture of what is occurring at a given time.

3.3 Population and Sampling Design

3.3.1 Population

According to Bryman and Bell (2011), a population can be defined as group of people, objects or events which a researcher is interested in investigating. The elements that the researcher is interested in, have common characteristics.

The population of this research were students who reside in hostels around USIU-Africa in Nairobi. The students were selected from the following hostels: Esanto Hostel, Penial Hostel, Disho and Denluck.
3.3.2 Sampling Design

3.3.2.1 Sampling Frame
A research sampling design refers to that portion of the research plan which shows how respondents will be chosen for the purpose of observation. A sampling frame refers to a list of elements that will be used to select the sample. The sampling frame is related to the population of the research (Cooper & Schindler, 2003).

The data source can be a list of various elements that it could come from such as products manufactured, services rendered and industries and factories (Babie & Halley 2007). The sampling frame of this research were the care takers who provided a list of students who reside in hostels around USIU-Africa, Nairobi. The study focused on four hostels which are: Esanto, Priwanna, Blue and White and Queens.

3.3.2.2 Sampling Technique
According to Wodak and Meyer (2009), it is essential to use a good sampling method in order to eliminate bias during the selection phase. The research used non-probability sampling method to pick the sample. This research used simple random sampling technique where residents of a hostel were selected randomly and given out questionnaires to fill.

3.3.2.3 Sample Size
According to Cooper and Schindler (2006), a sample size refers to a smaller portion of a larger population. According to Mugenda and Mugenda (2003), ten percent to thirty percent of the total population can produce a suitable sample when conducting research. The sample size for this study was 47 students which is ten percent of the total number of students which is 470.

Table 3.2: Sample Size

<table>
<thead>
<tr>
<th>NAME OF HOSTEL</th>
<th>POPULATION</th>
<th>SAMPLE SIZE</th>
<th>% OF SAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESANTO</td>
<td>110</td>
<td>11</td>
<td>23.4</td>
</tr>
<tr>
<td>DENLUCK</td>
<td>85</td>
<td>8</td>
<td>17.0</td>
</tr>
<tr>
<td>PENIEL HOSTEL</td>
<td>200</td>
<td>20</td>
<td>42.6</td>
</tr>
<tr>
<td>DISHO</td>
<td>80</td>
<td>8</td>
<td>17.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>470</td>
<td>47</td>
<td>100%</td>
</tr>
</tbody>
</table>
3.4 Data Collection Methods

The instrument that was used for this study’s data collection was the questionnaire. According to Cooper and Schindler (2006), a questionnaire is a form which comprises of carefully framed questions for the purpose of obtaining information about a certain phenomenon. The questionnaire was prepared into two different sections which are: part one which captured the background information of the students, demographic information and both structured and open ended questions. Part two covered the questions that are based on the objectives. It used Likert scale to measure the opinions about hostels.

3.5 Research Procedures

Research procedure refers to a step by step method used in conducting research that allows the researcher to able to complete it in a logical manner (Cooper & Schindler, 2014). For this research, a letter was sought from the Research Office allowing the researcher to proceed with the research. Once the permission was granted, the questionnaire was framed and given to the target respondents for vetting. Before the actual questionnaires can be given out, the researcher conducted a pilot test. The questionnaires were given to three respondents in order to assess the clarity of each and every question so that those questions that will be found to be inappropriate or unclear could be modified in order to improve the quality of the information. After the pilot test, the researcher then collected the actual data for the research. The data was coded and entered into SPSS and was presented in form of tables and graphs.

3.6 Data Analysis Methods

Data analysis refers to the process of collecting and transforming the data in order to retrieve useful information and suggestions on conclusions (Walliman, 2011). Data needs to be properly organized before it is analyzed and this usually involves putting the data into a systematic form (Jackson, 2009).

The data collected was analyzed using Statistical Package for the Social Sciences (SPSS) software version 24. In this research, descriptive and inferential statistics were used. Descriptive statistics was used to summarize large quantities of data. Descriptive statistics includes means, frequencies and standard deviations (Bryman & Bell, 2011). Inferential statistics was used to examine the specific objectives which allowed the researcher to make generalizations about the population from the sample size. Inferential statistics consists of
correlation coefficient and regression. The collected data was checked for any errors before being keyed into the SPSS software by using codes.

3.7 Chapter Summary

This chapter addresses the different methods that were used to carry out this research on the effects of service quality on customer satisfaction in hostels. The procedures that were adopted were able to answer the specific objectives of this research. This chapter addressed the research design, population and sampling design, data collection methods and data analysis. The next chapter will present findings of the research and interpretations about the research objectives which are to determine the effect of the surrounding on customer satisfaction within hostels, to determine the effect of social amenities on customer satisfaction within hostels and to determine the effect of security on customer satisfaction within hostels.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results and findings on the effect of quality service provision on student satisfaction by private hostels in Kenya. The first section of this chapter covers demographic information, followed by the findings on the effect of the surrounding on customer satisfaction, the effect of social amenities on customer satisfaction and finally the effect of security on customer satisfaction.

4.2 Response Rate

The study established the response rate from the respondents; out of 47 questionnaires that were administered, only 30 of them were obtained. The overall response rate was found to be 63% accounting for 30 questionnaires that were dully filled, while 37% were not returned accounting for 17 questionnaires that were not answered.

Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responded</td>
<td>30</td>
<td>63</td>
</tr>
<tr>
<td>Did Not Respond</td>
<td>17</td>
<td>37</td>
</tr>
<tr>
<td>Total</td>
<td>47</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3 Demographic Information

This section highlights the gender of the respondents, age and year of study, below are the findings:

4.3.1 Gender of the Respondents

In finding the gender of the respondents, 53% were female while 47% were male as shown in figure 4.1, this indicates that the majority of the respondents were female. The results are presented in figure 4.1 below.
4.3.2 Age of the Respondents

The study established the age of the respondents that were involved in the study, 6% of the respondents aged between 26-30 years, 72% aged between 20-25 years while 22% aged below 20 years. The findings are shown in figure 4.2 below. This implies that majority of the respondents aged between 20-25 years.

Figure 4.2: Age of the Respondents
4.3.3 Year of Study

The study sought to establish the year of study of the respondents involved in this study, 13% of the respondents were first year students, 35% were second year student, 29% were third year student and 23% were fourth year students. It implies that the majority of the respondents were second year students as shown in figure 4.2 below.

![Pie chart showing year of study](image)

Figure 4.3: Year of Study

4.4 The Effect of the Surrounding on Customer Satisfaction

The study sought to determine the effect of surrounding on customer satisfaction using the following variables; peaceful ambiance, clean environment, space, neighborhood, floors, location and water supply.

4.4.1 Peaceful Ambiance

The study sought to establish whether peaceful ambience enhances customer satisfaction, 12% strongly agreed, 79% agreed and 9% were neutral as shown in table 4.2 below. It implies that peaceful ambience enhances customer satisfaction.
Table 4.2: Peaceful Ambiance

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>3</td>
<td>12.0</td>
</tr>
<tr>
<td>Agree</td>
<td>25</td>
<td>79.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>2</td>
<td>9.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.4.2 Clean environment

The respondents were asked whether clean environment around their hostels influences their satisfaction, 27% strongly agreed and 73% agreed as indicated in figure 4.4 below. It implies that clean environment enhances customer satisfaction.

![Figure 4.4: Clean environment](image)

4.4.3 Adequate Space

The respondents were asked whether having an adequate space around their hostels enhances their service satisfaction, 25% strongly agreed, 71% agreed and 4% were neutral as shown in table 4.3 below. It implies that having adequate space for hostels enhances customer satisfaction.
Table 4.3: Adequate Space

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>7</td>
<td>25.0</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>71.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>1</td>
<td>4.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.4.4 Neighborhood

The respondents were asked to indicate whether friendly neighborhood influences their customer satisfaction, 45% strongly agreed, 51% agreed and 4% were neutral as shown in table 4.4 below. It implies that friendly neighborhood enhances customer satisfaction.

Table 4.4: Neighborhood

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>13</td>
<td>45.0</td>
</tr>
<tr>
<td>Agree</td>
<td>16</td>
<td>51.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>1</td>
<td>4.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.4.5 Well Constructed Floors

The respondents were asked whether having a well-constructed floor in their hostels would enhance their customer satisfaction, 31% strongly agreed, 63% agreed, 3% were neutral and 3% disagreed as shown in table 4.5. It implies that well-constructed floors in the hostel enhances customer satisfaction.

Table 4.5: Well-Constructed Floors

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>8</td>
<td>31.0</td>
</tr>
<tr>
<td>Agree</td>
<td>20</td>
<td>63.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>1</td>
<td>3.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>1</td>
<td>3.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.4.6 Location

The respondents were asked to indicate whether the location of their hostel being close to the university would enhance customer satisfaction, 17% strongly agreed, 52% agreed and 31% neutral as shown in table 4.6. It implies that location of the hostel enhances customer satisfaction.

Table 4.6: Location

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>5</td>
<td>17.0</td>
</tr>
<tr>
<td>Agree</td>
<td>16</td>
<td>52.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>9</td>
<td>31.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.4.7 Constant Water Supply

The respondents were asked whether constant water supply enhanced their customer satisfaction, 74% agreed, 22% strongly agreed and 4% neutral. It implies that constant water supply enhances customer satisfaction. The results are presented in figure 4.5 below.

Figure 4.5: Constant Water Supply
4.5 The Effect of Social Amenities on Customer Satisfaction

The study also sought to determine the effect of social amenities on customer satisfaction, the variables include; Wireless Internet, Wi-Fi signal, Laundry services, adequate light, studying table, cleaning services and backup power supply.

4.5.1 Wireless Internet

The respondents were asked to indicate whether wireless internet supply services enhance customer satisfaction, 48% strongly agreed and 52% agreed as shown in figure 4.6 below. It implies that wireless internet services enhance customer satisfaction.

Figure 4.6: Wireless Internet

4.5.2 Wi-Fi Signal

The respondents were asked whether a strong Wi-Fi signal enhances customer satisfaction, 42% strongly agreed, 54% agreed and 4% neutral as shown in table 4.7 below. This implies that a strong Wi-Fi signal enhances customer satisfaction.
Table 4.7: Wi-Fi Signal

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>12</td>
<td>42.0</td>
</tr>
<tr>
<td>Agree</td>
<td>17</td>
<td>54.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>1</td>
<td>4.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.5.3 Laundry Services

The respondents were asked whether the provision of laundry services at their hostel enhances customer satisfaction, 57% strongly agreed and 43% agreed as shown in table 4.8 below. It implies the availability of laundry services enhance customer satisfaction.

Table 4.8: Laundry Services

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>17</td>
<td>57.0</td>
</tr>
<tr>
<td>Agree</td>
<td>14</td>
<td>43.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.5.4 Adequate Amount of Light to Study

The respondents were asked whether adequate amount of light provided in the hostels enhance customer satisfaction, 61% strongly agreed and 39% agreed as shown in table 4.9 below. This implies that providing adequate light for study in hostels enhances customer satisfaction.

Table 4.9: Adequate Amount of Light to Study

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>18</td>
<td>61.0</td>
</tr>
<tr>
<td>Agree</td>
<td>12</td>
<td>39.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.5.5 Studying Furniture

The respondents were asked to indicate whether having studying table in their hostels enhances customer satisfaction, 38% strongly agreed, 41% agreed, 13% neutral and 8% disagreed as shown in table 4.10. It implies that having studying furniture enhances customer satisfaction for firms offering hostel services to students.

Table 4.10: Studying Furniture

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>11</td>
<td>38.0</td>
</tr>
<tr>
<td>Agree</td>
<td>13</td>
<td>41.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>4</td>
<td>13.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>8.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.5.6 Cleaning Services

Respondents were asked whether the provision of cleaning services in hostels enhance customer satisfaction, 57% strongly agreed and 43% agreed as indicated in table 4.11. This implies that cleaning services provision enhances customer satisfaction.

Table 4.11: Cleaning Services

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>16</td>
<td>57.0</td>
</tr>
<tr>
<td>Agree</td>
<td>14</td>
<td>43.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.5.7 Back-up Power Supply

When the respondents were asked to indicate whether back-up power supply in their hostels would enhance customer satisfaction, 39% strongly agree and 61% agreed as shown in table 4.12 below. This implies that back-up power supply in hostels enhances customer satisfaction.
Table 4.12: Back-up Power Supply

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>12</td>
<td>39.0</td>
</tr>
<tr>
<td>Agree</td>
<td>18</td>
<td>61.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.6 The Effect of Safety and Security on Customer Satisfaction in Hostels

The study sought to determine the effect of safety and security on customer satisfaction, the variables involved include; adequate street lights, first aid facilities, sufficient firefighting equipment, security guard, secured compound, CCTV surveillance and alarm systems.

4.6.1 Adequate Streetlights

The respondents were asked whether having adequate lights in the compound enhances customer satisfaction, 29% strongly agreed and 71% agreed as shown in table 4.13 below.

Table 4.13: Adequate Streetlights

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>8</td>
<td>29.0</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>71.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.6.2 First Aid Facilities

The respondents were asked whether having first aid facilities in their hostel enhances customer satisfaction, 50% strongly agreed and 50% agreed as shown in table 4.14 below. It implies that having first aid facilities enhances customer satisfaction.

Table 4.14: First Aid Facilities

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>15</td>
<td>50.0</td>
</tr>
<tr>
<td>Agree</td>
<td>15</td>
<td>50.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.6.3 Firefighting Equipment

When the respondents were asked whether having firefighting equipment in the facility enhances customer satisfaction, 38% strongly agreed and 62% agreed as shown in table 4.15. It implies that having firefighting equipment in hostels enhances customer satisfaction.

Table 4.15: Firefighting Equipment

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>12</td>
<td>38.0</td>
</tr>
<tr>
<td>Agree</td>
<td>18</td>
<td>62.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.6.4 Security Guard

When the respondents were asked whether having a security guard in the hostel enhanced customer satisfaction, 7% were neutral, 28% strongly agreed and 65% agreed as shown in figure 4.7 below. It implies that security guard in hostels enhances customer satisfaction.

Figure 4.7: Security Guard
4.6.5 Secured Compound

The respondents were asked whether having a secured compound enhanced customer satisfaction, 41% strongly agreed and 59% agreed as indicated in table 4.16. It indicates that a secured compound enhances customer satisfaction.

Table 4.16: Secured Compound

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>13</td>
<td>41.0</td>
</tr>
<tr>
<td>Agree</td>
<td>17</td>
<td>59.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.6.6 CCTV Surveillance

The respondents were asked whether CCTV surveillance presence in their hostel enhances customer satisfaction, 32% strongly agreed and 68% agreed as shown in table 4.17 below.

Table 4.17: CCTV Surveillance

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>9</td>
<td>32.0</td>
</tr>
<tr>
<td>Agree</td>
<td>21</td>
<td>68.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.6.7 Installed Alarm Systems

On the question whether installed alarm systems in the hostel enhanced the respondents’ service satisfaction, 27% strongly agreed and 73% agreed as shown in table 4.18 below. Its implication is that installed alarm system enhances customer satisfaction.

Table 4.18: Installed Alarm Systems

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>8</td>
<td>27.0</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>73.0</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.7 Correlational Analysis

A correlational analysis was carried out in determining the existence of any relationship between the study variables. The findings show that safety and security had the strongest relationship with student satisfaction, $r (0.596)$; $p$-value $<$ 0.01 followed by the significant relationship between social amenities and student satisfaction, $r (0.561)$; $p$-value $<$ 0.01 and finally the significant relationship between surround environment and student satisfaction, $r (0.532)$; $p$ value $<$ 0.01. The relationship between the study variables were statistically significant as shown in table 4.19 below.

**Table 4.19: Correlation Analysis**

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Satisfaction</td>
<td>Pearson Correlation</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surrounding Environment</td>
<td>Pearson Correlation</td>
<td>.532*</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.040</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>30</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Amenities</td>
<td>Pearson Correlation</td>
<td>.561**</td>
<td>.576**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.001</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Security and Safety</td>
<td>Pearson Correlation</td>
<td>.596**</td>
<td>.482**</td>
<td>.447**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.001</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>30</td>
</tr>
</tbody>
</table>

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

4.8 Regression Analysis

The study variables revealed the existence of significant relationship, a multiple regression analysis was carried out to determine the level relationship when variables are combined. The findings shows that and adjusted R squared value of 0.457 which means that about (46%) of the variability in student satisfaction in the hostel service industry can be attributed to the surrounding environment, security and social amenities as shown in table 4.20 below.
Table 4.20: Multiple Regression Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.535a</td>
<td>.490</td>
<td>.457</td>
<td>.19685</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Surrounding Environment, Social Amenities, Safety and Security

The Analysis of Variance (ANOVA) show $F_{(3,25)}=5.770$; p-value = 0.01; which means that the variance in the mean of the mean of the variables was statistically significant as indicated in table 4.21

Table 4.21: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>.671</td>
<td>3</td>
<td>.224</td>
<td>5.770</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>2.868</td>
<td>25</td>
<td>.039</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>3.538</td>
<td>29</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Student satisfaction

b. Predictors: (Constant), Social Amenities, Surrounding Environment, Security

The study findings also revealed that security had the highest Beta coefficient $\beta$ (0.433); p value= 0.12; followed by surrounding environment with a Beta coefficient $\beta$ (0.397); p-value =000 and social amenities had a Beta coefficient, $\beta$ (0.326); p-value =0.003. Since all the values had coefficient p-values <0.05, this means that they were statistically significant as illustrated in table 4.22 below.

Table 4.22: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.387</td>
<td>.796</td>
<td>2.743</td>
</tr>
<tr>
<td></td>
<td>Surrounding Environment</td>
<td>.362</td>
<td>.087</td>
<td>.397</td>
</tr>
<tr>
<td></td>
<td>Social Amenities</td>
<td>.369</td>
<td>.120</td>
<td>.326</td>
</tr>
<tr>
<td></td>
<td>Security</td>
<td>.465</td>
<td>.132</td>
<td>.433</td>
</tr>
</tbody>
</table>
a. Dependent Variable: Student Satisfaction

The regression model for the variable relationship:
Student Satisfaction = 1.387 + 0.397SE + 0.326SA + 0.433S

Where; SE = Surrounding Environment; SA = Social Amenities; and S = Security

4.9 Chapter Summary

This chapter has presented the results and findings of this particular study. The major findings of the study shows that safety and security had the strongest relationship with student satisfaction, r (0.596); p-value <0.01 followed by the significant relationship between social amenities and student satisfaction, r (0.561); p-value < 0.01 and finally the significant relationship between surround environment and student satisfaction, r (0.532); p value < 0.01. The relationship between the study variables were statistically significant
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the study summary, discussion, conclusion and recommendations. The chapter starts by introducing the study summary, followed by the discussion on the findings, conclusions and recommendations.

5.2 Summary of the Study

The general objective of this study was to determine the effect of quality service on customer satisfaction in hostels around USIU-Africa, Nairobi. This study was guided by the following specific objectives; to determine the effect of the surrounding on customer satisfaction within hostels, to determine the effect of social amenities on customer satisfaction within hostels and to determine the effect of security on customer satisfaction within hostels.

This study adopted the use of descriptive survey design on a population of 470 students living around USIU hostels. A sample size of ten percent of the total population was used. The sample size of the study was therefore 47. A closed-ended questionnaire was used to collect primary data from the target respondents.

The first research objective was to determine the effect of surrounding environment on student satisfaction. The findings show that there exists the significant relationship between surrounding environment and student satisfaction, \( r (0.532); p \text{ value} < 0.01 \). This relationship was attributed by various variables of the study objectives including a peaceful ambiance, adequate space, the location, clean environment, a good neighborhood, well-constructed floors inside the building, and having constant water supply in the building. These variables attributed to the significant relationship between surrounding environment and students’ satisfaction.

The second research objective was to determine the effect social amenities on customer satisfaction. The findings indicated that there exists a significant relationship between social amenities and student satisfaction, \( r (0.561); p\text{-value} < 0.01 \). The relationship was attributed by various variables of the study objective including; wireless internet, a strong Wi-Fi signal in the compound, laundry services, adequate amount of light for effective studying, availability of comfortable studying furniture, cleaning services and having a back-up power
supply in the building to address power outage issues that may affect student activities while residing in the hostels. These factors contributed to a significant relationship between social amenities and students’ satisfaction.

The third research objective was to determine the effect of security on student satisfaction. The findings show that safety and security had the strongest relationship with student satisfaction, r (0.596); p-value <0.01. Among the factors that contributed to this significant relationship include adequate streetlights around the compound, first aid facilities, firefighting equipment, security guard, installed alarms systems, a fenced compound, and CCTV surveillance to monitor all activities around the hostels.

5.3 Discussion

5.3.1 The Effect of the Surrounding on Customer Satisfaction

One of the objective of this study was to determine the effect of surrounding environment on student satisfaction. The study findings show that there exists a statistically significant relationship between surrounding environment and student satisfaction. This finding is in line with the findings of Godrey (2011) who argues that the hospitality industry provides very comfortable and cozy facilities to its visitors which means that the hospitality industry has a great role in this society. Back then the hospitality industry used to provide traditional facilities and services but the customers today are expecting a greater level of service and physical environment. Managers involved in the hospitality industry have been keeping up with new trends due to the fact that customers are becoming more and more sophisticated. This calls for a continuous upgrade in the hospitality industry.

The findings of this study established that having adequate space for hostels enhances student satisfaction. This finding of this study is in line with Dhiraj (2007) who indicates that most companies today want to offer enough space for consumers to eat, wash, bath, move around, relax, communicate and carry out their business because the customers these days are involved in many different activities. The guests also want to see a well decorated room with beautiful furniture and equipment and some special amenities for their comfort. In addition the author indicates that the physical surroundings in a hostel is the most important factor that a student uses as a criteria for achieving satisfaction. If the physical environment of a hostel is not good enough, it affects the student’s performance in school.
The findings of this study also established that hostel ambiance is crucial for customer satisfaction. The findings corresponds to the findings of Vouri (2013) who indicates that ambient conditions have an impact on the perceptions of the physical surroundings. The ambient conditions seem to have an effect on all the five including background aspects such as the right of light, temperature and types of noise. It is not easy to know exactly how a customer will react to the ambiance but what is clear is that anything to the extreme will be clearly seen from the customer’s expression once the customer arrives. According to Heide et al (2007) one of the most critical issues for management in the hospitality industry is the ambience. Ambient conditions are related to the intangible environment such as the temperature, smell, sounds and the quality of the air (Ryu & Jang, 2008). Once the customer is aware of the ambience. The ambient conditions are an incentive that will determine whether a customer stays or leaves. When a customer portrays avoidance, it means that the customer wants to leave.

The findings also established that having a spatial layout in the hostel enhances student satisfaction. According to Vouri (2013) spatial layout shows how and where things have been placed. For example, how the furniture has been arranged in the rooms and also how quickly a customer can access his or her room. Sizes and shapes of furniture and their location is very important. Customer satisfaction is achieved when all the things in the environment function well although most firms do not value the role of spatial layout. Dahlan et al (2008) suggest that hostels usually offer a variety of rooms such as a single room, double-shared room and a triple- shared room. Some hostel rooms also have an in-built kitchen, a restaurant in the same compound and a common room. The common rooms are designed to build and increase social interaction. The size of the hostel room can really effect the satisfaction of the student. Students that were living in a triple sharing room were not as satisfied as the students living in the double sharing rooms.

5.3.2 The Effect of Social Amenities on Customer Satisfaction in Hostels

The study sought to establish the effect of social amenities on customer satisfaction. The findings indicate that there exists a statistically significant relationship between social amenities and student satisfaction. This finding corresponds to the finding of Shanka and Taylor (2008) who argues that the relationship that exists between customer satisfaction and the quality of service is expected to grow when physical facilities provided and the service performance directly affect the overall satisfaction. There are seven elements that can
possibly influence customer satisfaction and their choice in the hospitality industry. These are: room qualities, service quality of the staff, business services, and security and general amenities. According to Onyike and Uche (2010), the maintenance and services have a great effect on the hostel facilities and quality which also affects the level of student satisfaction. The maintenance of the hostel is a combination of the technical and administrative actions that are supposed to assist a hostel carry out its normal functions. There are two types of maintenance; planned maintenance and unplanned maintenance. Planned maintenance is carried out according to plan and unplanned maintenance is carried out when there is an unexpected damage.

The findings of this study have also established that availability of internet services in hostels influence student satisfaction. This is in line with the work of Singh and Kasavana (2005) as he argues that people greatly depend on the availability of the internet for business and to also remain connected with their loved ones today, even when travelling. People are becoming mobile, moving always from one place to another. For this reason alone, the use of wireless internet is having a major impact on our lives. This increases the need for internet services in the hospitality sector. He further argues that the access to wireless internet is an important factor in the services provided in the hospitality industry. The wireless internet service has caught a great attention than all the types of innovative technology that is being used in the hospitality sector. It uses wireless LAN which is usually installed in open areas such the lobby and swimming pool area and also in the rooms and conference halls.

According to Victoria et al. (2005) wireless internet is extremely necessary for business travel customers to stay connected to their day to day activities such as checking their emails and conducting research. Therefore, this is an important criteria when customers select a hotel. When a hotel offers wireless internet, there is a greater chance that the customer will return and it will also increase the positive recommendation. Also, in case of hostels, most students look for places that offer wireless internets as this helps them when they have assignments and other research work to carry out.

The findings of this study indicates that presence of cleaning services in hostels enhances student satisfaction. This finding is in line with the findings of Yang (2014) who argues that cleanliness is said to be the foundation of the hospitality industry. The cleanliness and interior décor bring about a positive effect on the customer’s satisfaction. Barber and Scarcelli (2010) on the other hand argues that the cleanliness of a place is the topmost important factor of how
a customer will perceive the quality of the service. According to Lockyer (2005), the physical environment is all about the cleanliness. This is what leads to a customer selecting that particular place to stay. It’s not just about the room being clean but also the entire building. Cleanliness is part of the tangible element of the service quality. The cleanliness of a place will determine whether the customer comes back or not. It always pays to be clean. In the hospitality industry, when the customers are unhappy with the cleanliness of the rooms or the food and other places in the building, the management should be prepared to lose them. Some customers find it embarrassing to complain about the cleanliness and find it better not to return (Crouse, 2010).

5.3.3 The Effect of Safety and Security on Customer Satisfaction in Hostels

The study sought to establish the effect of safety and security on customer satisfaction. The findings of the study show that there exists a significant relationship between safety and security on student satisfaction. This findings is in line with the findings of Puri (2010) who indicates that in the hospitality industry, security and safety of people is highly valued. People keep moving every now and then and for this reason, the hotels are becoming second homes for both kinds of people, this is those who travel for leisure and those who mostly travel for business purposes. The businesses involved in the hospitality industry, need to look out for ways that will enable them to gain the confidence of their customers.

The study found out that the presence of first aid facilities in the hostels enhances student satisfaction. Okumus (2005) argues that some accidents are not predictable and therefore, cannot be prevented such as natural disasters and terrorist attacks. This require the people involved in the hospitality industry to always be prepared for any kind of crisis. Furthermore, he indicates that security is not limited to a single aspect, it has been divided into different types. They further go on to explain that safety and security involves trying to prevent the death and any kind of injury such as falls, accidental slips, burns and cuts to the customers and the employees within the physical environment of the hotel.

According to Gibson (2010) most large firms today provide health and safety training but first Aid is usually overlooked. An organization that provides first aid training to its staff can reduce the number of accidents. First aid can save lives especially when there are serious injuries and immediate action is necessary. Sufficient training gives confidence to manage emergencies without fear. Also, the trainees are aware of what contains in their first aid kits and how to use the contents. Murasinwa et al (2010) argues that training of employees in the
hospitality sector is a good approach to increase safety in the premises. Employees can be trained to face accidents such as a fire, theft, burns, cuts and other emergency services when needed. Every employee should have passed through sufficient training in order to reduce accidents. Training of employees does not only save their lives but also the lives of the customers and this further enhances customer loyalty because customers will return to the same place where they feel safe and secured.

The study findings also indicate that having firefighting equipment enhances student satisfaction, since they feel secured during emergencies such as fire outbreak. Fitzgerald and Riegel (2015) argues that there have been many accidents and incidents that have taken place around the world with both the employees and the guests in the hospitality industry. The incidents are said to have occurred because of the internal design such as the short stride steps, wet floors, slippery tiles, bathroom mats, abnormal floor patterns and uneven floor surface. Even the swimming pools can be dangerous who swim without any supervision. In addition to that, fires in hotels mostly occur in autumn and even more during winter because of the heaters and the fire-places. Such incidents usually take place in the evening. There are two types of building fires, confined and unconfined fires. Confined fires are those that are confined to a specific object. These are small fire incidents which do not occur frequently. Unconfined fires do have chances occurring if the structure of the building is reinforced with bricks and steel.

5.4 Conclusion

5.4.1 The Effect of the Surrounding on Customer Satisfaction in Hostels

This study sought to establish the effect of surrounding on customer satisfaction in hostels. This study has established that there exists a significant relationship between surrounding and student satisfaction. Therefore, this study concludes that the surrounding environment is crucial in that it can enhance customer satisfaction in hostels by putting in place a peaceful ambiance, clean environment, location, adequate space, good neighborhood, and constant water supply.

5.4.2 The Effect of Social Amenities on Customer Satisfaction in Hostels

This study sought to determine the effect of social amenities on customer satisfaction in hostels. The study has established existence of significant relationship between social amenities and customer satisfaction. This study concludes that wireless internet service,
laundry services, adequate studying light, back-up power supply and studying furniture enhance student satisfaction in the hostel service industry.

5.4.3 The Effect of Safety and Security on Customer Satisfaction in Hostels

This study sought to establish the effect of safety and security on student satisfaction in hostels. This study has established the existence of significant relationship between safety and security on customer satisfaction. Therefore this study concludes that presence of first aid facilities, firefighting equipment, security guard, CCTV surveillance and alarm systems in hostels enhances customer satisfaction in terms of service delivery.

5.5 Recommendations

5.5.1 Recommendations for Improvement

5.5.1.1 The Effect of the Surrounding on Customer Satisfaction in Hostels

This study has established a significant relationship between surrounding environment and customer satisfaction. Therefore, the study recommends that the hostel service providers should invest in creating a favorable environment that consist of elements such as peaceful ambiance, clean environment, friendly neighborhood, convenient location and constant water supply in order to enhance customer satisfaction.

5.5.1.2 The Effect of Social Amenities on Customer Satisfaction in Hostels

Since the findings of this study established a significant relationship between social amenities and customer satisfaction in hostels. Therefore, this study recommends that hostel service providers should put in place various social amenities such internet service, studying tables and recreational place for them to enhance student satisfaction.

5.5.1.3 The Effect of Safety and Security on Customer Satisfaction in Hostels

The study has established a significant relationship between safety and security and customer satisfaction. Therefore, hostel service providers should take various measures pertaining to security to enhance customer satisfaction and these include, CCTV surveillance, secured compound, security guard, firefighting equipment, first aid facilities and alarm systems.
5.5.2 Recommendations for Future Studies

This study focused on the effect of quality service provision on student satisfaction by private hostels in Kenya. The study variables were limited to surrounding, social amenities and safety and security. Future studies should investigate other factors such as customer service, contractual obligations and payment options.
REFERENCES


SWOV (1994). ‘Street Lighting and Road Safety on Motorways.


APPENDIX 1: QUESTIONNAIRE

Dear Student,

I am a student at the United States International University-Africa and as part of my MBA program; I am required to carry out a research on, “The Effect of Quality Service Provision on Student Satisfaction by Private Hostels in Kenya.”

You have been identified to take part in this research because of your current exposure to hostel accommodation. For this research to be successful, I will need your support in answering the following questions. The information given will be used for academic purposes and will be treated with strict confidence. If you are interested in the results findings, please do not hesitate to ask. Do not write your name or of the hostel.

PART ONE: BACKGROUND INFORMATION OF THE STUDENT.

Please answer questions appropriately by putting a tick (✓) against the appropriate statement or by filling the blank spaces provided.

1. Your Gender
   Male [ ]          Female [ ]          Others [ ]

2. Your age (in years)
   Below 20 [ ]   Between 20-25 [ ] Between 26-30 [ ] Over 30 [ ]

3. Year of study at the University.
   1st year [ ]      2nd year [ ]
   3rd year [ ]      4th year [ ]

PART TWO

[i] Effects of the surrounding on customer satisfaction

4. Please indicate (✓) whether you strongly Agree, Agree, Neutral, Disagree or strongly disagree with the following statements regarding your hostels.

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peaceful ambience</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
The environment is clean

There is enough space in the rooms

Neighbors are friendly

The floors are well constructed

Closely located to the University

Constant water supply

Any other comment on the surrounding of hostels

…………………………………………………………………………………………………

…………………………………………………………………………………………………

[ii] Effects of safety and security on customer satisfaction

5. Please indicate (✓) whether you strongly Agree, Agree, Neutral, Disagree or strongly disagree with the following statements regarding your hostels.

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are enough street lights in my area</td>
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<tr>
<td>The hostel has first aid facilities</td>
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<td></td>
</tr>
<tr>
<td>Sufficient firefighting equipment</td>
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<td></td>
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<tr>
<td>The security guard is always on guard</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The security wall/ electric fence is well maintained</td>
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<tr>
<td>CCTV cameras are installed</td>
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<td></td>
<td></td>
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<tr>
<td>Alarm systems are installed</td>
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</tbody>
</table>
Any other comment on the safety and security of hostels
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[iii] Effects of social amenities on customer satisfaction

6. Please indicate (✓) whether you strongly Agree, Agree, Neutral, Disagree or strongly disagree with the following statements regarding your hostels.

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wireless internet is provided</td>
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<td></td>
</tr>
<tr>
<td>Wi-Fi signal is strong</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laundry is done</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amount of light is adequate for studying</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tables and chairs are adequate for studying</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleaning services are provided</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back-up power supply is provided</td>
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</tbody>
</table>

Any other comment on the social amenities provided in hostels
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