



Information and Communication Technology (ICT) and Customers' Satisfaction with Hotel Services in Benin City, Nigeria.

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Abstract

The study investigated the roles of ICT on customers' satisfaction with hotel services in Benin City. Four uses of ICT in hotel services (Restaurant management, Room management, Telecommunication services and Hotel management) were considered for the study. The study adopted a cross-sectional research design. The population of the study comprised all Hotels in Benin City. A sample size of 200 customers from ten selected hotels was used for the study. To ensure uniformity and equal appropriation of sample size, Benin City was stratified into five local Government areas and forty (40) respondents were selected from each of the local government areas that make up Benin City using the systematic sampling technique, while a structured questionnaire rated on 5 Likert scale titled ICT and customer satisfaction in Benin City was used for data collection. The data collected was analyzed using both descriptive and inferential statistics. It was found that Restaurant management, Room management, Telecommunication services and Hotel management all have a positive and significant relationship with customers' satisfaction. Based on the findings of the study, we recommend that that Hotels in Benin City should consistently enhance the quality of ICT service delivery rendered to customers by investing in more of ICT components such as Internet, Wifi, CCTV cameras, POS, Intercom, CRS, and other facilities in order to attract more visit by reviewing and evaluating current technology amenities and related strategies and offerings in order to enhance customers' satisfaction.

Keywords: ICT, Restaurant management, Room Management, Telecommunication, Hotel management, Customer satisfaction

Introduction

Information and Communication Technology (ICT) consists of a whole range of technologies designed to access, process and transmit information: hardware, software and media for the collection, storage, processing, transmission and presentation of information in the form of voice sound, data, text and images (Quarshie, &

Amenume, 2018; Gonzalezs, et al, 2019; Ezzaouia, & Bulchand-Gidumal, 2022). This includes the use of the Internet, wireless networks, cell phones, computers and other communication mediums. Information has always played an important role in human life but the vigorous development in science and technology has immensely increased the role of

information in every facet of human endeavor. It is widely acceptable that information and communication technology has enabled firms to improve the quality of service delivery leading to customers' satisfaction. Information and Communication Technology (ICT) has become one of the key drivers of recent developments and has pervaded every business segment and also every home (Gonzalez, et al, 2019). In today's business environment, information and communication technology is important because of its dynamism as a result of creativity, innovation, technological changes, increased awareness and expectations from customers. Customer satisfaction is essential for organizational success and is typically defined in relation to exceeding customer expectations (Humphrey, 2004; Geogree, 2021). Customer expectations are views about the quality of services that serve as benchmarks or criteria by which performance is assessed. Customers' satisfaction is critically important to evaluate and reap the benefits that ICT offers (Alabar, 2012). Customers' satisfaction is simply the extent to which services encountered or experienced in the use of a product meet or exceed customer expectations (Kotler & Kelle, 2021). Despite the numerous studies on the use of ICT and customers' satisfaction of quality service delivery in Nigeria (Chiemeke, et al, 2013; Agwu, & Carter, 2014; Nwakanma, et al, 2014; Olugbemi, et al, 2019; Ebiendele, & Ebiendele, 2020), we are not aware of any study on the use of ICT and customers' satisfaction of hotel services in Benin-City. This study is intended to bridge this identified gap in knowledge.

Research Hypotheses

Ho₁: There is no significant relationship between the use of ICT usage and customer satisfaction

H₂: There is no significant relationship between the use of ICT in restaurant management and customer satisfaction

Ho₃: There is no significant relationship between the use of ICT in room management and customer satisfaction

Ho₄: There is no significant relationship between the use of ICT in telecommunication services and customer satisfaction

Literature Review

The Concept of Information and Communication Technology (ICT)

Information and communication technology (ICT) refers to a large number of stand-alone media including telephone and mobile telephony, radio, television, video, tele-text, voice information systems and fax, as well as computer-mediated networks that link a personal computer to the internet (Matambalya & Wolf, 2001). Information and Communication Technology (ICT) is also defined as the use of digital tools for business functions and processes. It includes the use of hardware, software, groupware, telecommunications, net ware and the intellectual capacity also known as human ware to develop programmes and preserve equipment (Cooper, et al, 2013). Agarwal, et al, (2018) also defined ICT as technologies related to network-based control and monitoring tasks, audiovisual processing and transmission systems, intelligent building management systems for broadcast media, and telecommunications. With the evolution of ICT, most transactions are now being automated with a view of delivering fast, convenient and efficient services. Connectivity through the use of Local Area Network (LAN), Wide Area Network (WAN), and Telecommunication Network allows a business to effectively carry out its daily functions regardless of location. The internet may be considered a WAN while LAN and other Telecommunication Networks are usually limited to a room, building or specific metropolitan area (Groth, et al, 2005). The functions of organisations and the way they provide customer service have completely changed as a result of information and communication technology (ICT). In a bid to catch up with global development and achieve quality service to customers and reduce transaction costs, organizations have invested heavily in ICT and its related technologies to support the delivery of a range of value-added products and services (Gonzalez, et al, 2019; Ezzaouia, & Bulchand-Gidumal, 2022). It is against this reason that ICT is often spoken of in every sector including hospitality/tourism in general, and hotels in particular which is the focus of this present study.

Information and Communication Technology (ICT) and Hotel Services.

Hotels have been switching to automated methods since the invention of computers. The majority of four-, three-, and five-star hotels run entirely automated systems. Computers are the basis of the completely automated systems (Gonzalez, et al., 2019; Payumo, et al, 2022) Information and communication technology, or ICT, has been embraced by many hotels as a means of adapting to ever-changing business environment especially the use of point of sales POS (Waghmare, & Chavan, 2020). Room reservation systems, procurement and inventory systems, wireless internet, e-mail, electronic transactions, and hotel websites are some of the ICT applications that have been broadly implemented throughout the industry (Ezzaouia, & Bulchand-Gidumal, 2022). Besides POS, Aluri (2020) stated that there are automated doors in the entrance of most hotels, CCTV and keyless/fingerprint doors designed for guest rooms; with these automated doors, customers do not have to push doors before gaining entrance to the reception ground. He added that most hotel rooms' doors are designed such that guests do not need a key to access their rooms as most doors are connected to electronic devices in order to make guest rooms, reception or front office departments very attractive. In some hotels, customers are given keycards or just numbers to access their rooms. In addition, consumers increasingly expect ICT facilities in their rooms; internet access via the television set and data ports to be of standard for higher hotel categories (Bethapudi, 2013). Hotels being a subset of the hospitality industry traditionally practice a manual system of operation in their front offices from occupancy of the guest rooms, recording of guest expenditure through to the eventual departure of the guests. Today these operations are done using the electronic system. The use of information technology in the front-office operation of the hospitality industry is fast growing, gaining ground and thus making easier to keep records of their customers. Computerization is becoming very important for

the efficient and effective operations of the front-office (Albert, et al, 2012).

Methods

The study adopted a cross sectional research design while stratified and systematic sampling technique were used to select 200 hundred (200) customers of hotels in Benin City. Two hotels were selected each from the five local governments in Benin City which include: Duoban Hotel and Arisco International Hotel from Egor LGA; Atlantic Garden Hotel and Western Home Ville Hotel from Ikpoba-Oka L.G.A; Prestige Hotel and Randehki Hotel from Oredo L.G.A, Precious Palms Royal Hotel and Deutchmack Hotel from Ovia-North East L.G.A; Morzi Hotel & Suites and De-Gape Royal Hotel from Orhionwon LG.A. The questionnaire was used in the study as the research instrument to gauge customer happiness and ICT in Benin City hotels. The items in the 5-item variable that the researchers created were rated on a 5-point Likert-type scale ranging from "strongly agree" to "strongly disagree," thus they aid in producing statistical assessments of the relevant concerns. The researchers dispersed the surveys together with four study assistants who had received training, giving copies to guests at the hotel. Completed copies of the questionnaire were collected right after respondents completed them. Thus, a non-response as well as early and late response analysis were not required for the study. The opinions of professors and specialists in the fields of marketing and consumer behaviour guaranteed the content validity of the instrument. The Cronbach's alpha coefficient was used to assess the instrument's reliability. According to reliability analyses, restaurant management, room management, hotel management, and telecommunication services have the highest overall Cronbach coefficient alpha (α) of .87, .68, and .86 for the items associated with the construct. The study was deemed to have sufficient reliability, dependability, and predictability of measurements due to the high values of Cronbach's alpha test. Descriptive and inferential statistics were used in the instrument's collection and analysis.

Results

Descriptive Analysis of Variables of the Study

Table 1: Descriptive Analysis of Responses on Customer Satisfaction (N =00)

S/N	Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Index
1.	There is high level of service delivery with the use of ICT	89 (44.5)	91 (45.5)	11 (5.5)	6 (3.0)	3 (1.5)	4.29
2.	There is high level of communication and information dissemination with ICT usage	97 (48.5)	88 (44.0)	7 (3.5)	8 (4.0)	- (-)	4.37
3.	ICT usage facilitates high conformity with the clients expectations	73 (36.5)	94 (47.0)	20 (10.0)	11 (5.5)	2 (1.0)	4.13
4.	There is high level of employees' competence due to ICT usage	55 (27.5)	107 (53.5)	21 (10.5)	14 (7.0)	3 (1.5)	3.99
5.	There is efficient customer-employee relationship with ICT usage	66 (33.0)	83 (41.5)	32 (16.0)	18 (9.0)	1 (0.5)	3.98
	Aggregate	76 (38)	92 (46)	18 (9)	11 (5.5)	3 (1.5)	4.15

Source: Researchers' Fieldwork, 2023.

From Table 1 above, with respect to the information provided in the table, there is high level of customer satisfaction with the use of ICT, as indicated by 180 respondents agreeing to this, 9 disagreeing while 11 were neutral to this with a mean index of 4.29. There is high level of communication and information dissemination with ICT usage, as indicated by 185 respondents agreeing to this, 8 disagreeing while 7 were neutral to this, with a mean index of 4.37. ICT usage has facilitated high conformity with the clients' expectations, as indicated by 167 respondents agreeing to this, 13 disagreeing while 20 were neutral to this, with a mean index

of 4.13. Moreover, there is high level of employees' competence due to ICT usage, as indicated by 162 respondents agreeing to this, 17 disagreeing and 21 were neutral, with a mean index of 3.99 and also there is efficient customer-employee relationship with ICT usage, as indicated by 149 respondents agreeing to this, 19 disagreeing while 32 were neutral., with a mean index of 3.98. In summary, we can conclude based on the data in Table 1 that the respondents were in agreement that customers are satisfied with the use of ICT as indicated by 168 respondents, with an aggregate mean index of 4.15.

Table 2: Descriptive Analysis of Responses on Use of ICT in Restaurant Management

S/N	Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean Index
6.	ICT creates availability of Wi-fi for guests in restaurant	51 (25.5)	80 (40.0)	36 (18.0)	25 (12.5)	8 (4.0)	3.71
7.	Presence of credit card facilities in restaurant due to ICT	70 (35.0)	100 (50.0)	19 (9.5)	7 (3.5)	4 (2.0)	4.13
8.	ICT Provides television units and audio systems for entertainment of guests	76 (38.0)	96 (48.0)	14 (7.0)	12 (6.0)	2 (1.0)	4.16
9.	Availability of point-of-sale systems due to ICT	69 (34.5)	98 (49.0)	15 (7.5)	13 (6.5)	5 (2.5)	4.07
10.	Availability of computer-based standard menu list and food costs with the use of ICT	49 (24.5)	96 (48.0)	32 (16.0)	17 (8.5)	6 (3.0)	3.83
	Aggregate	63 (31.5)	94 (47)	23 (11.5)	15 (7.5)	5 (2.5)	3.98

Source: Researchers' Fieldwork, 2023.

From Table 2 above, concerning the information provided in the table, ICT has created the availability of Wi-Fi for guests in the restaurants, as indicated by 131 respondents agreeing to this, with a mean index of 3.71. There is presence of credit card facilities in the restaurants due to ICT, as indicated by 170 respondents agreeing to this, with a mean index of 4.13. ICT has provided television units and audio systems for entertainment of guests, as indicated by 172 respondents agreeing to this, with a mean index

of 4.16. Moreover, there is availability of point-of-sale systems due to ICT, as indicated by 167 respondents agreeing to this, with a mean index of 4.07. Also, there is availability of computer-based standard menu list and food costs with the use of ICT, as indicated by 145 respondents agreeing to this, with a mean index of 3.83. Table 2 that the respondents were in agreement on the use of ICT in Restaurant Management as indicated by 157 respondents, with an aggregate mean index of 3.98.

Table 3: Descriptive Analysis of Responses on Use of ICT in Room Management (N =200)

S/N	Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean Index
11.	Availability of computer-based system for check-in /checkout in the room division	75 (37.5)	86 (43.0)	12 (6.0)	25 (12.5)	2 (1.0)	4.04
12.	Availability of internet facilities for bookings and reservation management	85 (42.5)	93 (46.5)	13 (6.5)	6 (3.0)	3 (1.5)	4.26
13.	Presence of electronic media for entertainment and update on room status	78 (39.0)	98 (49.0)	12 (6.0)	11 (5.5)	1 (0.5)	4.21
14.	There's availability of CCTV cameras for security purposes in hotel rooms using ICT	86 (43.0)	81 (40.5)	10 (5.0)	15 (7.5)	8 (4.0)	4.11
15.	ICT usage provides fire detective equipment in the hotel rooms	51 (25.5)	86 (43.0)	36 (18.0)	16 (8.0)	11 (5.5)	3.75
	Aggregate	75 (37.5)	89 (44)	17 (8.5)	15 (7.5)	5 (2.5)	4.07

Source: Researchers' Fieldwork, 2023.

From Table 3 above, with respect to the information provided in the table, there is the availability of computer-based system for check-in /checkout in the room division, as indicated by 161 respondents agreeing to this, with a mean index of 4.04. There is availability of internet facilities for bookings and reservation management, as indicated by 178 respondents agreeing to this, with a mean index of 4.26. There is a presence of electronic media for entertainment and updates on room status, as indicated by 176 respondents agreeing to this, with a mean index of 4.21. Moreover, there is

availability of CCTV cameras for security purposes in hotel rooms using ICT, as indicated by 167 respondents agreeing to this, with a mean index of 4.11 and also ICT usage has provided fire detective equipment in the hotel rooms as indicated by 137 respondents agreeing to this, with a mean index of 3.83. In summary, we can conclude based on the data in Table 3 that the respondents were in agreement on the use of ICT in Room Management as indicated by 164 respondents, with an aggregate mean index of 4.07.

Table 4: Descriptive Analysis of Responses on Telecommunication Service in Hotels (N =200)

S/N	Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
16.	Availability of internal and external communications media such as telephones	103 (51.5)	75 (37.5)	10 (5.0)	9 (4.5)	3 (1.5)	4.33
17.	Provision of voicemail services	69 (34.5)	91 (45.5)	18 (9.0)	18 (9.0)	4 (2.0)	4.02
18.	Provision of timely reminders and wake up calls with personalized messages	46 (23.0)	95 (47.5)	27 (13.5)	22 (11.0)	10 (5.0)	3.73
19.	Use of telecommunication tools for timely services without interfering guests' privacy in the hotel	53 (26.5)	88 (44.0)	34 (17.0)	19 (9.5)	6 (3.0)	3.82
20.	Availability of good network enhancement facilities	62 (31.0)	102 (51.0)	21 (10.5)	13 (6.5)	2 (1.0)	4.05
	Aggregate	67 (33.5)	90 (45)	22 (11)	16 (8)	5 (2.5)	3.99

Source: Researchers' Fieldwork, 2023.

From Table 4 above, with respect to the information provided in the table, there is availability of internal and external communications media such as telephones, as indicated by 178 respondents agreeing to this, with a mean index of 4.33. There is provision of voicemail services, as indicated by 160 respondents agreeing to this, with a mean index of 4.02. There is the provision of timely reminders wake-up calls with personalized messages, as indicated by 141 respondents agreeing to this, with a mean index of 3.73. Moreover, there is the use of telecommunication

tools for timely services without interfering with guests' privacy in the hotel, as indicated by 141 respondents agreeing to this, with a mean index of 3.82 and also there is the availability of good network enhancement facilities, as indicated by 164 respondents agreeing to this, with a mean index of 4.05. In summary, we can conclude based on the data in Table 4 that the respondents were in agreement on Telecommunication Service in Hotels as indicated by 157 respondents, with an aggregate mean index of 3.99

Table 5: Descriptive Analysis of Responses on Use of ICT in Hotel Management) (N =200)

S/N	Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
21.	ICT usage provides Hotel Information System (HIS) in the hotel environment	67 (33.5)	98 (49.0)	20 (10.0)	9 (4.5)	6 (3.0)	4.06
22.	Use of ICT provides easily accessible electronic outlet in the hotel environment	58 (29.0)	111 (55.5)	22 (11.0)	3 (1.5)	6 (3.0)	4.06
23.	Use of ICT in hotels enhances in-room high-speed internet access	63 (31.5)	104 (52.0)	18 (9.0)	12 (6.0)	3 (1.5)	4.06
24.	Use of ICT in hotel simplifies maintenance of standard and well-equipped rooms	65 (32.5)	97 (48.5)	23 (11.5)	12 (6.0)	3 (1.5)	4.05
25.	Use of ICT in hotel enhances the front office service delivery	69 (34.5)	97 (48.5)	23 (11.5)	8 (4.0)	3 (1.5)	4.11
	Aggregate	65 (32.5)	101 (50.5)	21 (10.5)	9 (4.5)	4 (2)	4.07

Source: Researchers' Fieldwork, 2023.

From Table 5 above, with respect to the information provided in the table, ICT usage has provided Hotel Information System (HIS) in the hotel environment, as indicated by 165 respondents agreeing to this, with a mean index of 4.06. Use of ICT has provided easily accessible electronic outlet in the hotel environment, as indicated by 169 respondents agreeing to this, with a mean index of 4.06. Use of ICT in hotels has enhanced in-room high-speed internet access, as indicated by 167 respondents agreeing to this, with a mean index of 4.06. Moreover, use of ICT

in hotel have simplified the maintenance of standard and well-equipped rooms, as indicated by 162200 respondents agreeing to this, with a mean index of 4.05 and also use of ICT in hotel have enhanced the front office service delivery, as indicated by 166 respondents agreeing to this, with a mean index of 4.11. In summary, we can conclude based on the data in Table 5 that the respondents were in agreement on the use of ICT in Hotel Management as indicated by 166 respondents, with an aggregate mean index of 4.07.

Table 6: Descriptive Analysis of Responses on Extent of ICT Usage and Customer Satisfaction (N = 200)

S/N	Items	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean
26.	Satisfaction with the level of security provided by the hotel using ICT tools	48 (24.0)	79 (39.5)	54 (27.9)	13 (6.5)	6 (3.0)	3.75
27.	Level of safety with the transactions made with the hotel employees using e-payment facilities using ICT	35 (17.5)	104 (52.0)	49 (24.5)	9 (4.5)	3 (1.5)	3.80
28.	Extent of meeting reservation services expectations prior to visit through either internet or calls using ICT	39 (19.5)	85 (42.5)	60 (30.0)	14 (7.0)	2 (1.0)	3.73
29.	Satisfaction with the level of service delivery using ICT	44 (22.0)	91 (45.5)	44 (22.0)	15 (7.5)	6 (3.0)	3.76
30.	Level of attentiveness and promptness in dealing with customers request, complaints and problems using ICT tools	50 (25.0)	70 (35.0)	62 (31.0)	13 (6.5)	5 (2.5)	3.74
	Aggregate	43 (21.5)	86 (43)	54 (27)	13 (6.5)	4 (2)	3.76

Source: Researchers' Fieldwork, 2023.

From Table 6 above, with respect to the information provided in the table, customers are satisfaction with the level of security provided by the hotel using ICT tools, as indicated by 127respondents agreeing to this, with a mean index of 3.75. Also, customers are satisfaction with the level of safety with the transactions made with the hotel employees using e-payment facilities using ICT, as indicated by 139 respondents agreeing to this, with a mean index of 3.80. The extent of meeting reservation services expectations prior to the visit through either Internet or calls using ICT was satisfactory, as indicated by 124 respondents agreeing to this, with a mean index of 3.73. Moreover, customers are satisfied with the level of service delivery using ICT, as indicated by 135 respondents

agreeing to this, with a mean index of 3.76 and also the level of attentiveness and promptness in dealing with customer's request, complaints and problems using ICT tools was satisfactory, as indicated by 120 respondents agreeing to this, with a mean index of 3.74. In summary, we can conclude based on the data in Table 6 that the hotel customers are satisfied on the extent of ICT usage and customer satisfaction in Benin City, as indicated by 129 respondents, with an aggregate mean index of 3.76.

Hypotheses Testing

Hypothesis 1: There is no significant difference in the extent at which ICT usage brings about customers' satisfaction in hotel management.

Table 7: One Sample t-test Analysis of Difference in the Extent of ICT Usage and Customers' Satisfaction

Variables	N	Mean	Std. Dev	df	Cal-t	Alpha	Sig. (2 - tailed)
Extent of ICT Usage and Customers' Satisfaction	200	18.77	3.195	199	83.049	0.05	.000

Data in Table 7 shows a calculated – t value of 83.049 at 0.05 level of significance. The P value of .000 was less than the alpha value of 0.05. Thus, the result was significant. The null hypothesis was therefore rejected. This implies that there is a significant difference in the extent

at which ICT usage brings about customers' satisfaction in hotel management.

Hypothesis 2: There is no significant relationship between the use of ICT in Restaurant management and Customers' satisfaction in hotels in Benin City.

Table 8: Pearson Correlation Showing Relationship between Use of ICT in Restaurant Management and Customers' Satisfaction in Hotels

Variables	N	Mean	Std. Dev	Df	r-Cal	Alpha	Sig. (2 - tailed)
Use of ICT in Restaurant Management	200	19.88	3.04	198	0.394	0.05	.000
Customers' Satisfaction	200	20.74	2.85				

Data in Table 8 shows the relationship between the use of ICT in restaurant management and customers' satisfaction in hotels in Benin City. The coefficient of correlation, r obtained was 0.394 showing a weak but positive relationship between the use of ICT in restaurant management and customers' satisfaction. It indicated a P value of .000 which was less than the alpha level of 0.05. Thus, the result was significant. The null

hypothesis was therefore rejected. This implies that there is a significant relationship between the use of ICT in Restaurant management and customers' satisfaction in hotels in Benin City.

Hypothesis 3: There is no significant relationship between the use of ICT in Room management and Customers' satisfaction in hotels in Benin City.

Table 9: Pearson Correlation Showing Relationship between Use of ICT in Room Management and Customers' Satisfaction in Hotels

Variables	N	Mean	Std. Dev	Df	r-Cal	Alpha	Sig. (2 - tailed)
Use of ICT in Room Management	200	20.36	3.31	198	0.177	0.05	.012
Customers' Satisfaction	200	20.74	2.85				

Data in Table 9 shows the relationship between the use of ICT in room management and customers' satisfaction in hotels in Benin City. The coefficient of correlation, r obtained was 0.177 showing a weak but positive relationship between use of ICT in room management and customers' satisfaction. It indicated a P value of .012 which was less than the alpha level of 0.05. Thus, the result was significant. The null

hypothesis was therefore rejected. This implies that there is a significant relationship between the use of ICT in room management and customers' satisfaction in hotels in Benin City.

Hypothesis 4: There is no significant relationship between Telecommunication services and Customers' satisfaction in hotels in Benin City.

Table 10: Pearson Correlation Showing Relationship between Telecommunication services and Customers' Satisfaction in Hotels

Variables	N	Mean	Std. Dev	Df	r-Cal	Alpha	Sig. (2 - tailed)
Telecommunication Services	200	19.93	3.15	198	0.328	0.05	.000
Customers' Satisfaction	200	20.74	2.85				

Data in Table 10 shows the relationship between Telecommunication services and Customers' satisfaction in hotels in Benin City. The coefficient of correlation, r obtained was 0.328 showing a weak but positive relationship between Telecommunication services and Customers' satisfaction. It indicated a P value of .000 which was less than the alpha level of 0.05. Thus, the result was significant. The null hypothesis was

therefore rejected. This implies that there is a significant relationship between Telecommunication services and Customers' satisfaction in hotels in Benin City.

Hypothesis 5: There is no significant relationship between the use of ICT in hotel management and Customers' satisfaction in hotels in Benin City.

Table 11: Pearson Correlation Showing Relationship between Use of ICT in Hotel Management and Customers' Satisfaction in Hotels

Variables	N	Mean	Std. Dev	Df	r-Cal	Alpha	Sig. (2 - tailed)
Use of ICT in Hotel Management	200	20.33	3.09	198	0.389	0.05	.000
Customers' Satisfaction	200	20.74	2.85				

Data in Table 11 showed the relationship between the use of ICT in Hotel management and Customers' satisfaction in hotels in Benin City. The coefficient of correlation, r obtained was 0.389 showing a weak but positive relationship between use of ICT in Hotel management and

Customers' satisfaction. It indicated a P value of .000 which was less than the alpha level of 0.05. Thus, the result was significant. The null hypothesis was therefore rejected. This implies that there is a significant relationship between the

use of ICT in Hotel management and customers' satisfaction in hotels in Benin City.

Discussion

This study examined the relationship between social media marketing and the growth of SMEs in Benin City. The study found that Restaurant management, Room management, Telecommunication services and Hotel management all have a positive and significant relationship with customers' satisfaction. This finding is in agreement with the study of Maitanmi, et al. (2013) who highlighted that ICT can improve customer satisfaction, retention and offer more loyalty offerings. The study also confirmed the earlier studies conducted by Sirirak, et al. (2011) who posited that the intensity of ICT usage has increased the operational productivity through hotelier's use of room status and housekeeping system thereby facilitating easy checking and preparation of rooms for customers more efficiently. Furthermore, the study is in consonant with the findings of studies carried out by Kahle (2002) and Aniza (2012) who stated that there is a positive relationship between effective communication and customer satisfaction in hotels. They observed that ICT has improved the hotel representation and reservation processes drastically. Our study agrees with the work of Sirirak, et al. (2011) who found that ICT adoption has a significant positive relationship with hotel performance and customers' satisfaction. Lastly, our study is consistent with the study carried by Geogree (2021). That found that there was a significant relationship between ICT adoption and hotel guest satisfaction. They further stated that study of this nature is important in guiding hotel managers on which ICT components have the greatest effect on customer satisfaction.

Conclusion and Recommendations

This study was aimed at ascertaining the relationship between ICT and customers' satisfaction of hotel services in Benin City, Nigeria. Four roles of ICT in hotel services (Restaurant management, Room management, Telecommunication services and Hotel management) were considered for the study. Restaurant management, Room management, Telecommunication services and Hotel

management constitute the independent variable while the dependent variable customers' satisfaction. For its data analysis methodology, the study used both descriptive and inferential statistics. The four variables were discovered to; Restaurant management, Room management, Telecommunication services and Hotel management were significantly related to the customers' satisfaction of hotel services in Benin City. The study comes to the conclusion that, in Benin-City, visitors' satisfaction with hotel services was substantially correlated with information and communication technology (ICT). In view of our findings, we recommend that Hotels in Benin City should consistently enhance the quality of ICT service delivery rendered to customers by investing in more of ICT components such as Internet, Wifi, CCTV cameras, POS, Intercom, CRS, and other facilities in in it hotel services. Hotel managers and owners should always organize a periodic training for its employees on effective use of ICT that matches with best practices in the world. This will help to prepare them for the changes in complexities of ICT and day to day running of the hotel business. Finally, Hotel manager should always monitor and evaluate the current trend in ICT for easily adaptation of modern services render by ICT which will not only bring about enhanced customers' satisfaction but also increased profit to the hotel management.

Suggestion for Further Studies

The study suggest that researcher should carry out similar studies using the same variables but more hotels that cuts across the various major categorizations in terms of clients served, size and location in the country. In addition, future studies should be carried out to examine other of ICT that will influence customer satisfaction of hotels services but not accommodated in this study.

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