

**CUSTOMER SATISFACTION WITH THE GUESTHOUSE
EXPERIENCE IN GHANA**

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**CUSTOMER SATISFACTION WITH THE GUESTHOUSE
EXPERIENCE IN GHANA**

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DEDICATION

This thesis is dedicated to my parents, Mathew Kwame Amoah and Dora Amoah, for nurturing me with Godly foundation and preparing me to reach this point on the academic ladder.

DECLARATION

I, Felix Amoah (210241411), hereby declare that the thesis for Doctor Technologiae (Marketing) is my own work and that it has not previously been submitted for assessment or completion of any postgraduate qualification to another University or for another qualification.

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Felix Amoah

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ABSTRACT

Guesthouse accommodation plays an important role in Ghana's hospitality industry and was therefore the focus of this study as little research dealing with guesthouses in Ghana could be found. The number of guesthouses in Ghana continues to grow and they thus represent an important alternative to hotels. However, these establishments seem to perform poorly and face several challenges such as lack of managerial knowledge, insufficiently skilled employees, poor interaction with customers, and criticisms of the provision of low quality service.

The main reason for undertaking this research was to provide guesthouse managers in Ghana with information that might assist them in making decisions about the experience they offer. Such knowledge could make this type of accommodation more competitive and eventually help the hospitality sector in Ghana attract tourists and grow. It is imperative that guesthouses focus on the experience they offer, because contemporary tourism and hospitality literature suggest that successful businesses require a shift from functional and financial interests to a more profound focus on total experiences which embody emotional aspects. It is thus argued that, if guesthouse managers in Ghana do not know how their guests perceive their guesthouse experience, they might make costly mistakes and allocate resources to aspects that already provide quality and value in a functional sense, instead of those elements perceived as providing quality and value in the total experience.

Two dominating concepts, namely experience quality and experience value, formed the basis of the examination of guests' experience with the guesthouses in Ghana. In addition, the relationships between the experience and satisfaction were also investigated. Four experience

quality dimensions, namely hedonics, peace of mind, involvement, and recognition, and seven value dimensions were examined. The experience value dimensions included atmospherics, enjoyment, entertainment, efficiency, excellence, escape, and economic value.

A proportional stratified random sampling procedure was followed to select the guesthouses for the study. Thereafter, a structured questionnaire was distributed to the guesthouse guests selected by means of convenience sampling. Five hundred and forty one useable questionnaires were received. The guesthouse guests formed the primary sampling unit for this study.

The results of the empirical study showed a strong positive correlation between all the dimensions of experience quality and experience value, while the factor analysis confirmed that all these dimensions loaded on a single factor. Therefore, experience quality and experience value cannot be separated, and the resulting single multi-dimensional factor was subsequently renamed, *overall experience*.

The results also indicated a positive relationship between hedonics, peace of mind, involvement, recognition, atmospherics, enjoyment, entertainment, efficiency, excellence, escape, economic value, and overall satisfaction. The inferentially established rank-order of the dimensions contributing to satisfaction can guide managers when allocating resources. Overall, atmospherics was ranked first, followed by economic value. Escape was the lowest ranked dimension. In addition, it was found that, except for escape, all the experience dimensions were perceived as basic satisfiers. This implies that guests will be dissatisfied when provision of these dimensions is inadequate. With regard to escape, listed as a performance factor, guests will be satisfied when performance is improved and dissatisfied when performance is low. A positive relationship was also found between

overall experience and overall satisfaction. The latter include the likelihood of return and recommending the guesthouse to others.

Finally, structural equation modelling confirmed a model representing the 11 experience dimensions (hedonics, peace of mind, involvement, recognition, atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value) and the relationships between overall experience and overall satisfaction pertaining to guesthouses in Ghana.

KEYWORDS:

- Customer satisfaction
- Experience quality
- Experience value
- Ghana
- Guesthouses
- Overall experience value
- Three-factor theory of satisfaction

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CHAPTER 1

BACKGROUND AND RESEARCH CONTEXT

1.1 INTRODUCTION

Over the past six decades, tourism has become one of the largest and fastest growing economic sectors in the world (United Nations World Tourism Organisation (UNWTO) 2014:3). Despite occasional shocks such as exceptional economic turbulence, major political changes in the Middle East and North Africa, the tsunami which occurred in areas such as Chile, the Solomon Islands, and the nuclear disaster in Japan, which have characterised the first decades of the 21st century, the tourism sector has experienced continued growth and expansion (UNWTO 2012:2). Worldwide, the growth of tourism is estimated to be around 5% per annum. This yielded an estimated income of US\$1,030 billion in 2010 (UNWTO 2012:2). International arrivals across the globe for 2011 increased to 983 million from 940 million in 2010. Projections indicate that by 2030 the number of international tourist arrivals worldwide will increase by an average of 3.3% per year over the period 2010 to 2030 (UNWTO 2012:14). All these tourists need some form of accommodation at their respective destinations.

In Africa, there were over 55.7 million international tourist arrivals in 2013, an increase of 5.4% over 2012 (UNWTO 2014:3). The most visited African destinations were Morocco with 10 million tourist arrivals, South Africa with 9.5 million and Egypt with 9.1 million tourist arrivals. Ghana had only 1.2 million tourist arrivals despite unique attractions, such as Euro-African historical and monumental sites of the trans-Atlantic slave trade, its cultural heritage, and rain forests (Asiedu 1997:12).

In 2008, Ghana's tourism sector netted an estimated US\$1.4 billion and created 234,679 direct and indirect jobs (Minister of Tourism 2012:5).

Despite these gains, Ghana has one of the smallest shares of visitors in Africa compared with countries in the Northern, Southern, and Eastern parts of the continent. While the reason for this has not been confirmed, concerns have been raised with service quality in Ghana's hospitality industry (Appaw-Agbola & AfenyoDehlor 2011:123; Debasish & Dey 2015:7; Minister of Tourism 2012) as well as with inadequate facilities and services, and environmental and spatial problems (Amissah 2013:32; Asiedu 1997:24; Mensah-Kufuor & Amenumey 2015:80-83; Mensah 2006:429).

For a long time, service quality was regarded as an antecedent to customer satisfaction. Conventionally, customer satisfaction was seen as the outcome of the extent to which customers' expectations are met (Grönroos 1984:44; Saadon 2012:7; Zeithaml 1988:19). In line with this thinking, service quality improvements were expected to lead to customer satisfaction, help retain existing customers, attract new ones, and result in profit expansion and a gained market share (Hu & Kai 2004:36; Mohsin 2007:305; Rahman 2006:136; Shepherd 1999:80). A satisfied customer becomes an advocate, is increasingly less easily persuaded by competitors (Lovelock & Wirtz 2007:43), and is more likely to repurchase the organisation's products and services (Ferrel & Hartline 2010:385; Othman, Zahari & Radzi 2013:115; Wu 2015:757) and show positive behavioural intentions, such as word-of-mouth advertising and loyalty (Wang & Hung 2015:93).

The traditional dimensions of service quality (see Chapter 3) might not address the affective and holistic factors which contribute to quality of the overall service experience. Chen (2007:1131) argues that customers should be delighted through *experience quality* rather than through the mere provision of service quality, which implies that experience quality "goes beyond the notion of service quality" (Lemke, Clark & Wilson 2011:859). This argument might be founded in the emphasis been placed on the creation of an "experience" for the consumer since the late 1990s. For example, Pine and Gilmore (1999:12) suggest a paradigm shift from a delivery-focused

service economy that emphasises quality, to an “experience economy” that creates a memorable consumption experience. Oh, Fiore and Jeoung (2007:119) define experience from a consumer perspective as enjoyable, engaging, and memorable encounters. From a business perspective, experiences are events that engage individuals in a personal way (Pine & Gilmore 1999:12). When applied to tourism, this can take the form of everything a tourist encounters at a destination, be it behavioural or perceptual, cognitive or emotional, expressed or implied (Oh *et al.* 2007:120). Tourist experiences include visiting, seeing, enjoying, and living in a different mode of life (Stamboulis & Skayannis 2003:36). Within an accommodation context, guests might desire experiences that will enable them to interact with local people, including the host, as well as provide a sense of hominess and novelty (Johnston-Walker 1999:145).

A similar paradigm shift from service quality to experience quality also took place in the case of perceived value. Traditionally, value was thought to be created when the customer perceives that the benefit of obtaining a product or service exceeds the sacrifice of obtaining it (Slatter & Narver 2000:123), that is, consumer value is a trade-off between total perceived benefits and total perceived sacrifices (Nasution & Mavondo 2008:205). In following a more contemporary approach, some authors (e.g. Prebensen, Woo & Uysal 2014:910; Wu & Liang 2009:592) argue that perceived experience value in the service sector goes beyond the said trade-off and includes consumer assessments of service efficiency, service excellence, functional value, social value, epistemic value, aesthetics and playfulness.

A review of past studies on the importance of value suggests that providing value for customers has a strong impact on curbing customer migration (Restrepo 2006:1-5; Timm 2008:116) and creates or influences customer satisfaction (Ferrel & Hartline 2010:385; Gallarza & Gil-Saura 2006:439; Sparks, Butcher & Pan 2007:39).

Satisfying customers' needs is a challenge that most businesses strive to meet (Busacca & Padula 2005:543-561; Gallarza & Saura 2006:437-452; Kandampulley & Suhartando 2000:348; Mohajerani & Miremadi 2012:1-19). It is customary to explain customer satisfaction as individuals' perceptions of the performance of the product or service in relation to their expectations (Ferrel & Hartline 2010:385). Customer satisfaction is thus guided by the disconfirmation theory (Oliver 1997:19). That is, confirmation results when performance is equal to what was expected. If performance exceeds expectations, the customer is satisfied, and if it falls below expectations, the customer will be dissatisfied (Oliver 1997:19). Once the customer is satisfied, it is possible for the customer to return, commit, or spread positive word-of-mouth messages about the organisation.

Based on the foregoing, it is important for guesthouse managers to understand how guests perceive their experience and satisfaction as these can lead to positive behavioural intentions.

1.2 RESEARCH PROBLEM AND PURPOSE OF THE RESEARCH

Evidence presented in Section 1.1 indicates that tourism has grown rapidly worldwide in the past decades and in Africa, but that Ghana seems to be lagging behind. According to the National Tourism Marketing Strategy Report for 2009-2012, the Tourism Minister of Ghana recommended that hotels and accommodation establishments have to deliver good quality services before Ghana can compete with regional rivals. Although some studies have been carried out to assess service quality in Ghana's hospitality industry, these studies (e.g. Appaw-Agbola & AfenyoDehlor 2011:123; Asiedu 1997:8; Debasish & Dey 2015:7; Simpson 2011:228; Mensah-Kufuor, Mensah & Amenumey 2015:80-83) were confined to hotels and only focused on the perception and expectation of guests and the application of SERVQUAL as a measuring instrument.

No research dealing with guesthouses in Ghana could be found, despite this form of accommodation playing an important role in Ghana's hospitality industry. The number of guesthouses in Ghana continues to grow rapidly and they thus represent an important alternative to hotels. However, guesthouse management might face challenges similar to other establishments in Ghana. Hospitality establishments were found to perform poorly and face several challenges (Asiedu 1997:7-9; Mensah 2006:427-429; Mensah & Mensah 2013:444; Mensah-Kufuor *et al.* 2015:80-83). On the one hand, their managers seem to lack managerial knowledge and tend to focus more on profits than on offering customer value. On the other hand, employees are not sufficiently skilled, have poor interactions with customers, and are criticised for providing low quality service (Afriyie, Abaka & Osuman 2013:147-148; Amisah 2013:32; Asiedu 1997:7-9; Debasish & Dey 2015: 7; Mensah 2006:427-429; Mensah-Kufuor *et al.* 2015:80-83).

To compound the problem, guesthouses might be focusing their resources and activities mostly on functional aspects which yield little satisfaction to guests. Tourism and hospitality literature suggests that doing successful business in the 21st century requires a shift from a functional and financial focus to a more symbolic meaning of consumption (Pongsakornrungrasri & Schroeder 2011:305) and a more profound focus on emotional aspects (Frochot & Batat 2013:66-67).

As was pointed out in Section 1.1, consumers nowadays are increasingly looking for an experience, rather than simply good quality products and services. It can thus be argued that if managers of guesthouses in Ghana do not know how their guests perceive their experience at the guesthouses, they might make costly mistakes, such as spending their resources on aspects already providing the traditional quality and value instead of those elements perceived as providing quality and value in the overall experience. For example, guesthouses might focus on improving service quality which might

already be perceived as satisfactory, instead of trying allocating resources to aspects that could provide epistemic value, entertainment, and fun.

A review of literature on customer satisfaction failed to suggest much research dealing with experience quality, experience value, and satisfaction associated with guesthouses. Some recent examples of related studies include: a cross-sectional examination of the hotel consumer experience and relative effects on consumer value (Walls 2013:179-192); experience quality, perceived value, satisfaction, and behavioural intentions for heritage tourists (Chen & Chen 2010:29-35); and effects of experience value on customer satisfaction with service encounters in luxury-hotel restaurants (Wu & Liang 2009:586-593).

Recent studies on consumer experiences such as those dealing with dimensions of cruisers' experiences, satisfaction, and intentions to recommend (Hosany & Witham 2010:351-364); and a conceptual study on consumers' purchases and intentions (Rahman, Haque & Khan 2012:115-129) showed that there is a need to clarify how the dimensions of customer experience are linked to experience outcomes, and how these outcomes influence overall satisfaction. These studies provide some useful thoughts and findings about the dimensions of experience quality and experience value and customer satisfaction, but are of no direct value to managers of guesthouses in Ghana.

The main reason for undertaking the current research was thus to provide guesthouse managers in Ghana with information that might assist them in making decisions about the experience they offer. This knowledge could make this type of accommodation more competitive and eventually help the hospitality sector in Ghana attract tourists and grow. A secondary aim was to contribute to the body of knowledge on customer experiences in terms of experience quality, experience value, and customer satisfaction in a guesthouse context.

1.3 RESEARCH QUESTION AND OBJECTIVES OF THE STUDY

This section provides the research question and objectives set against the background, research problem and aim of the study. The research question for this study was: *“What is the relationship between experience quality, experience value, and overall satisfaction, as perceived by customers of guesthouses in Ghana?”*

The following objectives were formulated for the current study:

1. Examine the literature on customer experience, experience quality, and experience value to provide an understanding, and application thereof, within the guesthouse industry.
2. Examine the literature on customer satisfaction and its measurement to provide an understanding thereof, with a view of its application within the guesthouse industry.
3. Develop a measuring instrument to determine guests’ perceptions of experience quality and of experience value provided by guesthouses in Ghana.
4. Investigate guests’ perceptions of the quality, value, and overall satisfaction associated with their guesthouse experience, and examine the relationship between the selected profile variables, and the dimensions of experience quality, experience value, and satisfaction.
5. Categorise experience quality and experience value dimensions in a manner that can help guesthouse managers decide where to allocate resources.
6. Determine the relationship between experience quality, experience value, and overall satisfaction.
7. Highlight implications resulting from the theoretical and empirical studies and make recommendations that can assist guesthouse managers in providing guests with satisfactory experiences.

1.4 BRIEF LITERATURE REVIEW, CONCEPTUALISATION, AND THEORETICAL FRAMEWORK

This section provides a short review of the literature on experience quality, experience value, and satisfaction as a means to establishing a context for the research. It also develops a theoretical framework for the study. A detailed literature review is provided in Chapters 2 to 5.

1.4.1 Service quality and experience quality

Service quality within the hospitality industry has attracted much attention in the literature (e.g. Chang 2008:73-84; Simpson 2011:223-244; Tsang & Qu 2000:316-326). Although much prior research on service quality exists, there is still a lack of consensus on the definition of the concept. Grönroos (1984:44), for example, first defined service quality as the extent to which a service meets customers' needs or expectations. Similarly, Parasuraman, Zeithaml and Berry (1988:16-18) view service quality as the degree and direction of discrepancy between consumers' perceptions and expectations. Tsang and Qu (2000:317) define service quality as the difference between customers' expectations and perceptions of the organisation's performance.

Despite the variations in defining service quality, customer perceptions and expectations seem to be a common element in these definitions. "Perception" is described as the customer's opinion regarding the excellence of the product or service, while "expectations" are beliefs about a service that serve as a standard against which service performance is judged (Zeithaml 1988:4). It is accepted that when a customer enters into a relationship with an organisation, s/he already has a specific expectation of the service quality to be provided. These expectations result from the general perception of the service provider, past experience, recommendations made by other customers as to their level of experiences, and the impact of the organisation's advertising (Miller 2010:15).

Five generic dimensions proposed by Parasuraman *et al.* (1988:12) are popular as a basis for measuring service quality in the hospitality industry (Chang 2008:81; Ekinci & Riley 2000:204; Humnekar & Phadtare 2011:70). These five dimensions are tangibles, reliability, assurance, responsiveness, and empathy, and they form the basis of the SERVQUAL instrument (Parasuraman *et al.* 1988:12). Variations of SERVQUAL include DINERSERV, LODGSERV, and SERVPERF to name a few. However, according to Fick and Ritchie (1991:4) these measurement models are based on functional and technical aspects of service delivery and do not capture the affective and holistic factors that lead to quality of the overall service experience. Therefore, to understand customers' experiences in the hospitality industry, it is more appropriate to contemplate experience quality rather than service quality (Chen & Chen 2010:30). Chang and Horng (2010:2415) conceptualise experience quality as a customer's emotional assessment of the overall experience, while Lemke *et al.* (2011:847) define the concept as a "perceived judgement about the excellence of the superiority of the customer experience".

Prior research (e.g. Chang & Horng 2010:2401-2419; Chen & Chen 2010:29-35; Kao, Huang & Wu 2008:163-174; Otto & Ritchie 1996:165-174) demonstrates that no consensus has been reached on the *dimensions* of experience quality. According to Otto and Ritchie (1996:171), four factors influence experience quality: hedonics, peace of mind, involvement, and recognition. Hedonics relates to the need of the customer to do what s/he loves or likes, resulting in excitement, enjoyment, and memorability. Peace of mind refers to the customer's need for both physical and psychological safety and comfort, while involvement is concerned with the customer's desire to have a choice and control in the service offering. Lastly, recognition is associated with feeling important, confident, and being taken seriously at all times. Conversely, Chen and Chen (2010:33) identify involvement, peace of mind, and educational experiences as dimensions of experience quality, while Chang and Horng (2010:2417) hold that the concept of experience

quality is composed of five dimensions, namely: physical surroundings, service providers, other customers, customers' companions, and the customers themselves.

The four experience quality dimensions proposed by Otto and Ritchie (1996:171), namely hedonics, peace of mind, involvement, and recognition were adopted as representing experience quality in the current research. These dimensions were chosen because:

- they were deemed to fit the experience quality definition accepted for this study, namely guest's affective response to the general experience received at the guesthouse with particular reference to social-psychological benefits;
- Otto and Ritchie's (1996:172) study focused on both the hospitality and tourism sector which includes guesthouses;
- these dimensions were found to positively influence customer; and
- to the best of the researcher's knowledge, there is no empirical study that has validated these constructs (hedonics, peace of mind, recognition, and involvement) in the context of guesthouses in Ghana, and the current research sought to do so. Chapter 3 explains the dimensions in more detail.

1.4.2 Consumer value and experience value

Consumer value has attracted interest in both literature and business (Petrick 2002:123; Zeithaml 1988:13). However, no universally accepted definition of consumer value seems to exist (Day & Crask 2000:58). Zeithaml (1988:13), for example, defines consumer value in terms of four perspectives, namely: value as low price; value as whatever the consumer wants in a product or service; value as the quality the consumer gets for the price paid; and value as what the consumer gets for what s/he sacrifices. From another angle, Holbrook (1999:5) defines consumer value as "an interactive relativistic

preference experience". This, according to Holbrook, is the degree to which a consumer comprehends, appreciates, or responds to a consumption object or experience.

Consumer value is also seen as subjective beliefs about desirable ways to attain personal values (Sheth, Newman & Gross 1991:161), resulting from social interaction, economic exchange, possessions, and consumption (Sheth *et al.* 1991:165). Building on Sheth *et al.*'s (1991:168) initial generic attributes of consumer value, several authors have suggested typologies or models to measure consumer value. Examples include Wiedmann, Hennigs and Siebels (2007:7) who propose that consumer value be measured through financial value, functional value, individual value, and social value. Petrick (2002:123) identifies behavioural price, monetary price, emotional response, quality, and reputation as dimensions for measuring consumer value, while Lai (1995:383) proposes the use of functional, social, affective, epistemic, aesthetic, hedonic, situational, and holistic dimensions of consumer value. Nasution and Mavondo (2008:206) argue that value can be represented by reputation for quality, value for money, and prestige.

Experience value addresses customers' perceptions of value arising from the consumption experience (Keng & Ting 2009:480). According to Mathwick, Malhotra and Rigdon (2001:42) experience value is reflected in service excellence, aesthetics of the service environment, escapism, and return on investment. Prebensen *et al.* (2013:18) add that functional, social, and epistemic aspects are antecedents of experience value.

According to Nasution and Mavondo (2008:206), the creation of value in the hospitality sector has to be driven by factors such as the quality and cleanliness of the rooms, recreational and sporting facilities, quietness or the atmospherics of the place, quality of food, quality of service, and employee knowledge and service. These factors suggest that value is both tangible and intangible.

In the context of guesthouses, seven dimensions describing experience value were chosen for examination in the current study based on the research by Mathwick *et al.* (2001:42), Mathwick, Malhotra and Rigdon (2002:56-57) and Pine and Gilmore (1998:102). These are atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value. These experience value dimensions were chosen for the following reasons:

- These selected dimensions were deemed to fit the definition of experience value used in this study, namely customer's perception of benefits derived from the engagement and direct usage or distance appreciation of the guesthouse offerings.
- The dimensions as delineated have been tested and validated in a number of other studies (e.g. Radder & Han 2015:455; Jin, Lee & Kwon 2007:233; Zhang, Dewald & Neiryck 2009:85).

To the best of the author's knowledge, there is no empirical study that has validated these constructs (enjoyment, entertainment, escape, atmospherics, efficiency, excellence, and economic value) in the context of guesthouses in Ghana, and the current research sought to do so. Chapter 4 explains the dimensions in more detail.

1.4.3 Customer satisfaction measurement

Several authors (e.g. Churchill & Suprenant 1982:491-504; Folkes 1984:398-409; Oliver 1980:460-469) proposed customer satisfaction measuring instruments. Folkes (1984:408) for example, developed an attribution approach to investigate consumer reactions to product failure, whereas Oliver (1997:13) proposes a cognitive model to investigate the antecedents and consequences of satisfaction. Following a different approach, Kano suggested a customer satisfaction model based on the quality management theory offered by Herzberg's Motivator-Hygiene two-factor theory of job satisfaction (Kano 1984:44). Building on the Kano model, Matzler and Sauerwein (2002:316) proposed the three-factor theory of satisfaction which

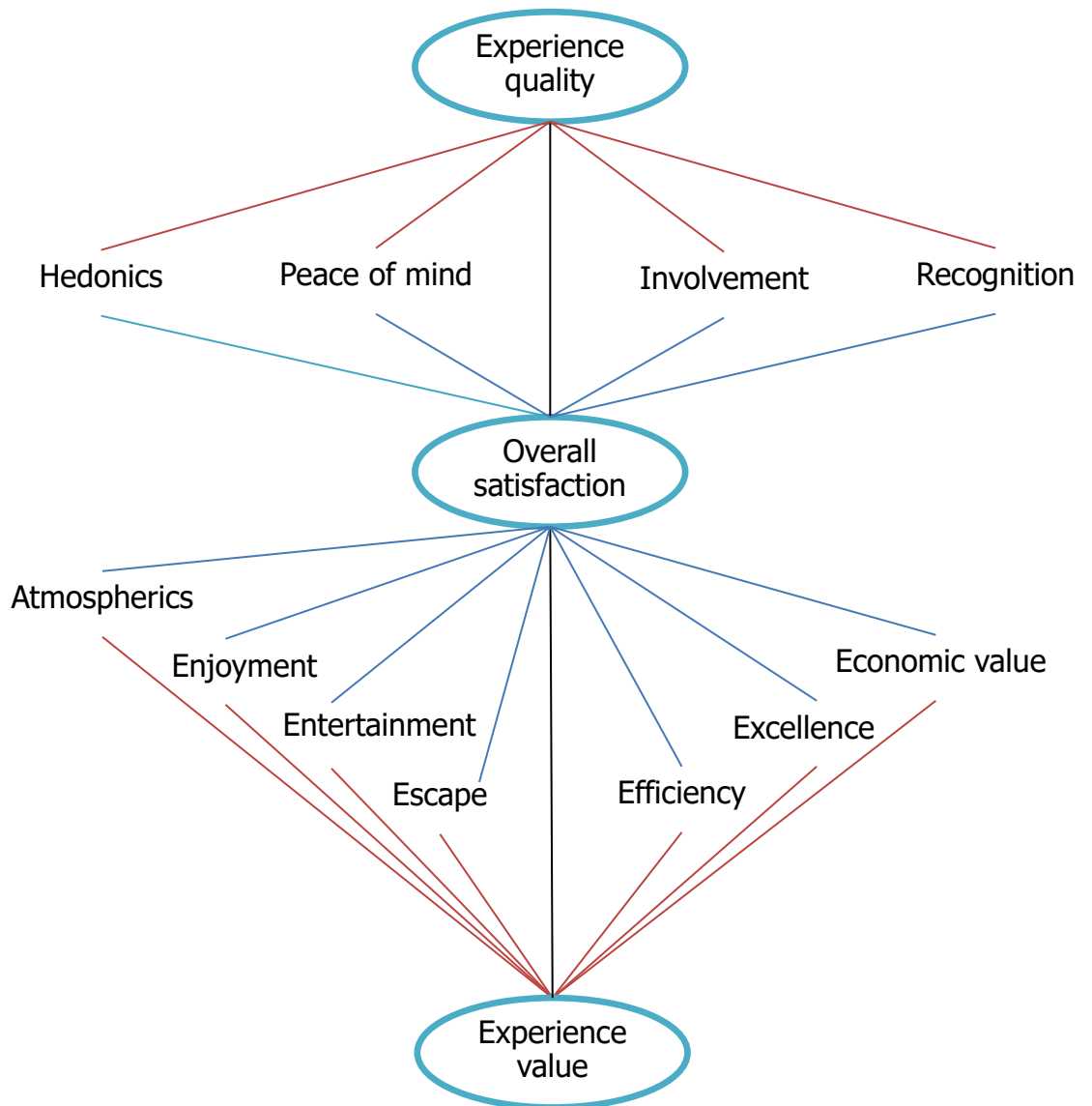
holds that basic, excitement, and performance factors influence the customer's judgement of overall satisfaction. Füller and Matzler (2008:117) assert that basic factors are the fundamental requirements that need to be present in an organisation. These factors are non-negotiable and hence their presence is expected by customers. Conversely, excitement factors are factors that increase satisfaction if present, but do not lead to dissatisfaction if absent. Performance factors will increase satisfaction when performance increases and decrease satisfaction when performance is low. Thus customer satisfaction will be directly proportional to the organisation's perceived performance.

The three-factor theory has been tested by Matzler, Renzi and Rothenberger (2006:195) in the hotel industry context. All three factors were found to have an impact on overall customer satisfaction. Overall customer satisfaction is the customer's overall evaluation of the performances of an offering - and has a positive effect on behavioural intention (Gustafsson, Johnson & Roos 2005:216).

1.4.4 Theoretical framework, propositions, and hypotheses

Based on the background to the study, the research problem, aim, objectives and literature review, a theoretical framework as shown in Figure 1.1 has been proposed. The framework suggests that experience quality and experience value influence overall satisfaction. Furthermore, it suggests that each of the dimensions of experience quality and experience value influences overall satisfaction.

FIGURE 1.1
THEORETICAL FRAMEWORK FOR THE STUDY



Red lines indicate the proposed dimensions of experience quality and experience value

Blue lines indicate the proposed relationship between experience dimensions and overall satisfaction

Black lines indicate the proposed relationship between experience quality and overall satisfaction, and between experience value and overall satisfaction.

The following provides a summary of the postulations and hypotheses for the study. The basis of each of the postulations and hypotheses is provided in the relevant sections of Chapters 3, 4 and 5.

- P1: Experience quality comprises hedonics, peace of mind, involvement, and recognition.
- P2: Experience value comprises atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value.
- H1: There is a positive relationship between hedonics and overall satisfaction.
- H2: There is a positive relationship between peace of mind and overall satisfaction.
- H3: There is a positive relationship between involvement and overall satisfaction.
- H4: There is a positive relationship between recognition and overall satisfaction.
- H5: There is a positive relationship between atmospherics and overall satisfaction.
- H6: There is a positive relationship between enjoyment and overall satisfaction.
- H7: There is a positive relationship between entertainment and overall satisfaction.
- H8: There is a positive relationship between escape and overall satisfaction.
- H9: There is a positive relationship between efficiency and overall satisfaction.
- H10: There is a positive relationship between excellence and overall satisfaction.
- H11: There is a positive relationship between economic value and overall satisfaction.

1.5 DEFINITION AND EXPLANATION OF KEY CONCEPTS

To ensure clarity of understanding, the following key concepts have to be explained within the context of the research.

1.5.1 Guesthouse

A guesthouse is a specialised tourist facility that has a small number of accommodation units and is usually locally owned (Weaver 2008:46). Guesthouses fall between Bed and Breakfast establishments (B&Bs) and hotels with respect to facilities, atmosphere, and cost (Weaver 2008:47). In Ghana, a guesthouse typically represents a normal home, converted or specially built, for the purposes of providing accommodation to guests. It comprises fewer than 11 rooms, and is owned by individuals or operated as a family business. It has a star-rating of three or lower (Mensah 2006:421). For the purposes of the current study, visitors to these guesthouses are referred to as "guests". Where applicable, the terms consumer, customer, or tourist might be used interchangeably and represent "visitors", and by implication, "guests" of the guesthouses.

1.5.2 Experience quality

Experience quality is "the customer's emotional judgement about an entire experience with an elaborately designed service setting" (Chang & Horng 2010:2402). In addition, experience quality is described as "tourists' affective responses to their desired social-psychological benefits" (Chen & Chen 2010:30). The social-psychological benefits aspect of the experience captures the emotional feeling of the guest, the interactive nature of the service provider, and the participatory/involvement level of the customer. Based on these two definitions, experience quality in this study is conceptualised as a guest's affective response to the general experience received at the guesthouse with particular reference to social-psychological benefits.

1.5.3 Experience value

Experience value is the “customer’s perception based upon interactions involving either direct usage or distanced appreciation of goods and services” (Mathwick *et al.* 2001:41). Experience value can also be understood as co-creation of an experience (Prahalad & Ramaswamy 2004:8). Keng and Ting (2009:480) posit that experience value is concerned with customers’ perceptions of value arising from the consumption experience. For the purpose of the current study, experience value is conceptualised as the customer’s perception of benefits derived from the engagement and direct usage or distanced appreciation of the guesthouse offerings.

1.5.4 Satisfaction

Oliver (1997:13) define customer satisfaction as a “judgement that a product or service provides a pleasurable level of consumption-related fulfilment, including levels of under-or over-fulfilment”. Kotler and Keller (2009:789) describe satisfaction as a customer’s feeling of pleasure that results from comparing a product or service’s perceived performance or outcome with his/her expectations. For the purposes of the current study, satisfaction is defined as guests’ contentment that the guesthouse performance exceeds expectations and overall satisfaction imply guests’ contentment of the total service experience. Naturally, customer satisfaction results in behavioural intentions (Eid 2013:158). Behavioural intentions can be described as consumers’ evaluation of future purchases from the same organisation based on previous experience (Gem 2015:31). Guests’ behavioural intentions capture their attitude (saying positive things) and future behaviour (return to the guesthouse) following their stay.

1.6 RESEARCH DESIGN AND METHODS

A detailed discussion of the research design and methods used in the study is provided in Chapter 6. The current section provides a brief overview of the

research process followed. Particular attention is focused on the research design and paradigm, data collection, data collection instrument, pre-testing the questionnaire, target population and sampling, and data analysis. These elements are discussed in Sub-sections 1.6.1 to 1.6.7.

1.6.1 Research design

Research designs are generally grouped into three categories, namely: exploratory, descriptive, and explanatory designs (Hair, Bush & Ortinau 2006:64). A descriptive research design was adopted in the study. Descriptive research was used to examine the perceptions and views of the respondents about the phenomena studied. Guests were asked to report on their experiences of quality, value, and overall satisfaction associated with guesthouses in Ghana.

1.6.2 Research paradigm

Saunders, Lewis and Thornhill (2009:119) and Wahyuni (2012:70) classify research paradigms as being positivist, post positivist, constructivist, and pragmatist. The positivist research paradigm was chosen for the current study. This approach was selected since the focus of this study was to assess guests' perceptions of their experiences with regard to quality, value, and satisfaction. To achieve this goal, quantitative methods were adopted which afforded the researcher the benefit of applying various statistical methods to analyse and interpret the data (Newman 2008:90).

1.6.3 Data collection

The study mostly made use of primary data. Data were collected by means of a survey, using paper-based self-administered questionnaires. This method was chosen as it was deemed to be the quickest and most economical method for obtaining data from a large group of respondents

(Welman, Kruger & Mitchell 2005:78). A self-administered survey is one in which respondents complete the survey on their own (Burns & Bush 2006:241).

Relatively little secondary data were utilised in the study. Such data relate to the statistics describing the tourism sector, its growth, and importance. The sources for the secondary data included reports from the United Nations World Tourism Organisation.

1.6.4 Data collection instrument

A questionnaire was used for the current study to gather the data needed to address the research objectives and solve the research question. All the questions posed in the questionnaire were closed-ended questions. Closed-ended questions offer respondents a range of answers from which to choose, provide a greater uniformity of responses and are more easily processed than open-ended questions (Babbie 2010:256). A five-point Likert type scale with end-points ranging from 'strongly disagree' (1) to 'strongly agree' (5) was utilised for questions dealing with the dependent and independent variables. Following the suggestion by Brace (2004:67), a high overall score was viewed as a positive response whereas a low overall score denoted a negative response. Dichotomous and multiple choice questions were used to gather respondents' profile data. The construction of the questionnaire and the development of the measuring scale are explained in Sections 6.4.2.1 and 6.4.2.2.

1.6.5 Pre-testing the questionnaire

Pre-tests are preliminary tests used to assess the overall perception of respondents regarding the structure and contents of the items included in questionnaire prior to using it in the study (Wiid & Diggins 2012:181). Before the final survey was administered, a pilot test was conducted with 50

respondents. As suggested by Wiid and Diggins (2012:181), the pre-test of the questionnaire allowed the researcher to improve the questionnaire structure, its wording, ease of answering the questions, as well as determine the time necessary to complete the questionnaire.

1.6.6 Target population and sampling

The fundamental objective of sampling is to identify the unit of analysis, sampling frame, and appropriate sampling techniques (Welman *et al.* 2005:56). A proportional stratified sampling procedure was adopted to select the guesthouses for the study. Proportional stratified sampling enabled the researcher to group and allocate the identified number of guesthouses to various strata that were proportional to the representation of the strata in the target population. For the purposes of this study, four strata were used. These were represented by the four major cities in Ghana, namely Accra, Kumasi, Cape Coast, and Koforidua as shown in Figure 1.2.

The target population representing the guesthouse guests comprised anyone who stayed overnight in a guesthouse situated in the said cities. Using convenience sampling, 650 questionnaires were distributed, of which 541 usable ones were returned. This yielded a response rate of 83%.

FIGURE 1.2

MAP OF GHANA SHOWING LOCATION OF STUDY AREA



Source: Map of Ghana (2015: no page)

1.6.7 Data analysis

The gathered data were processed using the Statistica Version 12 computer software programme allowing in both descriptive and inferential analyses. For example, descriptive analysis was used to interpret and describe the age, gender, and nationality of respondents, while inferential analysis was adopted to test for significant differences and relationships among constructs. Techniques such as Factor analysis, Correlation analysis, Analysis

of Variance (ANOVA), Post-hoc tests, Multiple regression analysis, and Structural equation modeling were used for the latter purpose.

1.7 CONTRIBUTIONS OF THE STUDY

The study developed a measuring instrument that can be used by guesthouses to assess guests' perceptions of their overall experience and satisfaction. In addition, the results of the study can assist guesthouse managers in addressing the challenge of satisfying customers' needs ensuring high levels of satisfaction, and in the process, strengthen their competitive position within Ghana's accommodation industry.

In developing a measuring instrument for guesthouses in Ghana, the study established constructs that guesthouses can use to measure guests' Overall experience and Overall satisfaction. These constructs can serve as important tools in staging a competitive experience for guests. The study has also applied the principles underlying the three-factor theory model to classify the dimensions of Overall experience into basic, excitement, and performance satisfiers within the guesthouse industry in Ghana. To the best of the researcher's knowledge, this study is the first attempt at applying this model to customer experience in the guesthouse industry in Ghana.

Finally, the study developed a model that guesthouses can use to improve their performance. The model was operationalised to incorporate the construct of Overall experience. The model provided by the study offers a new method of objectively assessing the performances of guesthouses in Ghana. Looking at the typical nature of the hospitality industry in Ghana, the model can be used by other accommodation sectors to improve their performance, the satisfaction of their guests, and their competitiveness in Africa and the world at large.

1.8 DELIMITATIONS AND PROBLEMS OF THE STUDY

Delimitations are factors that limit the scope of the study and thus are integral to the design of the study (Mauch & Park 2003:115). Problems are difficulties that impact the progress of the study. Although Ghana has ten regions with cities, towns, and villages and also different accommodation options such as hotels, only the major city from each of four regions was selected for the study. These regions included Accra (Greater Accra region), Koforidua (Eastern region), Cape Coast (Central region), and Kumasi (Ashanti region). These regions and cities were selected because of their rich history and culture and the fact that these cities are visited the most by tourists in the country. The sampling frame was restricted to guesthouse guests 18 years or older, who stayed a minimum of one night at a guesthouse located in one of the four cities mentioned.

No major problems were experienced during the study. Minor problems related to the distance the researcher had to travel to collect data from the four regions, and the location of the guesthouses. The four cities were far apart resulting in extensive travelling expenses and time.

1.9 ORGANISATION OF THE THESIS

The study comprises eight chapters. Chapter 1 constitutes a background to the study, reports the aim and objectives, provides a theoretical framework and a brief overview of the research methodology used. Chapters 2, 3, 4 and 5 are used respectively to report on the review of literature on customer experience, experience quality, experience value, and customer satisfaction. Chapter 6 explains the research design and methods. The major findings resulting from the survey and testing of hypotheses can be found in Chapter 7. Chapter 8 provides a synopsis of the study, draws and discusses conclusions resulting from the findings, and presents a set of implications and recommendations.

CHAPTER 2

CUSTOMER EXPERIENCE

2.1 INTRODUCTION

In the previous chapter, a brief background on the concept of experience was provided. The aim of this chapter is to provide a broader understanding of customer experience and how it can be managed to enhance customer satisfaction.

This chapter starts with the conceptualisation of an experience. This is followed by a discussion of the stages and realms of an experience. Thereafter, the likely influences of the experience on satisfaction and behavioural intentions are provided, followed by strategies for managing customer experiences. The chapter is concluded by a summary of the entire chapter.

2.2 CONCEPTUALISATION OF AN EXPERIENCE

The concept of an experience has attracted much interest, especially in the tourism and hospitality industries (Hosany & Witham 2010:351; Mehmetoglu & Engen 2011:237). Yet, many scholars have interpreted the concept differently resulting in no consensus on its definition (Ismail, Melewar, Lim & Woodside 2011:205-226; Nasermodeli, Ling & Severi 2013:131; Petermans, Janssens & van Cleempoel 2013:1). In addition, many authors, such as Frow and Payne (2007:89-101); Garg, Rahman, Qureshi, and Kumar (2012:1098-1123); Meyer and Schwager (2007:118); and Volo (2009:111-126), have described an experience as being subjective and abstract, which makes it difficult to define and measure.

In the Chambers-MacMillan Dictionary (1996:329), *experience* is defined as "the knowledge or skills gained through having seen or done something

before". The Oxford Paperback Dictionary (2009:327) defines *experience* as: "the fact of being present at or taking part in something"; "knowledge or skill gained over time"; and "an event which affects a person in some way, the state, extent, duration, or result of being engaged in a particular activity".

From a business perspective, the term *experience* has also been defined in many ways. For example, Schmitt (2010:56) describes an experience as perceptions, feelings, and thoughts that consumers have when they encounter products and brands in the marketplace, or engage in consumption activities. Gupta and Mirjana (2000:35) perceive an experience as a learning process which the customer acquires during the period of time that s/he interacts with the aspects of the service. Similarly, Prahalad and Ramaswamy (2004:6) acknowledge the fact that the basis of an experience is the interaction between a firm and the consumer. Gentile, Spiller and Noci (2007: 401) elaborate that:

"customer experience is a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical and spiritual). Its evaluation depends on the comparison between a customer's expectations and the stimuli coming from the interaction with the company and its offering in correspondence of the different moments of contact or touch-points".

Even though *experience* has been defined differently, two aspects seem to be common in the definitions: the first is some form of interaction with the organisation, its products and services, and the second refers to customers' psychological reactions. For the purposes of the current study, experience is defined as an inherent feeling and stimulation that guests acquire through interactions with the guesthouse, its products, or services.

To further understand the concept of experience, it may be helpful to examine the different aspects of the underlying marketing logic in terms of resources, transactions, and value, as proposed by Lindgreen, Vanhamme and Beverland (2009:10-11). Resources are anything that producers and consumers can use to generate an effect (Lindgreen *et al.* 2009:10), while transactions involve the process by which both producers and consumers engage in exchanges. Value, on the other hand, refers to the relative worth, utility, or importance of something to someone (Lindgreen *et al.* 2009:10).

The differences between goods, services, and experiences can be explained in terms of resources, transactions, and value (Lindgreen *et al.* 2009:10). Lindgreen *et al.* (2009:10) assert that the logic behind goods is based on tangible resources, discrete transactions, and exchange value. The marketing of goods relies on physical material resources that aid in production and distribution. During the production process, goods are embedded with value to create the qualities that customers need. According to this logic, goods are regarded as the fundamental unit of exchange. The main assumption underlying this logic is that, if the organisation can meet customers' needs at low cost, they will continue to purchase the products (Lindgreen *et al.* 2009:10-11).

The second marketing logic, services logic, is based on intangible resources, relational transactions, and value. This logic emphasises knowledge and skills needed to produce and add value for customers. The focus of the services marketing logic is to understand customers better in order to provide them with services that can enhance satisfaction and help customers accomplish their goals. The *use* of knowledge and skills, rather than their exchange, constitutes the source of value for the customer. To implement the services marketing logic, organisations can develop relationships, involve customers in their operations, and create contacts with customers (Lindgreen *et al.* 2009:10-11).

The third logic, the logic of experience, is “based on the assumptions of symbolic resources, engaging transactions, and internalised value” (Lindgreen *et al.* 2009:11). The experience logic is founded on utilising, integrating, and incorporating symbols in creative and imaginative ways to create stimulating offerings and generate positive customer memories. This implies that the experience logic does not consider the type of resource needed as more important than the perspectives and meanings that the resources present to customers. Moreover, it is not simply the duration of the transaction or the level of involvement of the parties that is important but rather the *degree* to which the offering stimulates the customer and leaves a lasting impression (Lindgreen *et al.* 2009:11). The difference between products and experiences can also be explained by Pine and Gilmore’s suggestion that experiences are distinct from goods in the sense that a customer buys goods and carries them away, but with an experience, the customer pays to spend time enjoying moments of memorable events staged by an organisation (Pine & Gilmore 1999:2).

From the above discussions, it can be argued that customer experience is a new battleground for organisations (Teixeira, Patrício, Nunes, Nóbrega, Fisk & Constantine 2012:363; Yang & He 2011:6738) and may provide a new means of competition in the experience economy (Johnston & Kong 2011:6; Nasermodeli *et al.* 2013:132). The idea of an ‘experience economy’ probably originated, with Toffler, amongst others. In 1970 Toffler predicted that the focus of doing business would change from production of goods and rendering of services to the creation of memorable experiences. These sentiments are echoed by Pine and Gilmore (1998:98) nearly three decades later when they state that offering quality products and services is not sufficient to establish a competitive advantage, as customers expect these features to be always present in a product or service. A rich body of interest that emerged concerns customer experience. In pursuit of this interest, a number of authors have investigated various stages and realms of an experience, which can serve as the basis for possible strategies that

organisations may adopt to enhance their customers' experiences. The next section explores the various stages and realms involved in the creation and staging of an experience.

2.3 STAGES AND REALMS OF AN EXPERIENCE

Experiences are said to span a number of stages and realms. While every customer experience is different, some fundamental principles can be identified to guide stagers of the experience. The first part of this section will explain the various stages of an experience and thereafter, the realms of the experience are discussed.

2.3.1 Stages of an experience

O'Sullivan and Spangler (1998:23) point out that an experience generally comprises three stages: pre-experience, participation, and post-experience. The initial, or pre-experience stage, refers to anything and everything that the customer or individual engages himself/herself in before the participation in the experience itself (O'Sullivan & Spangler 1998:23). Within the confines of the pre-experience stage, the individual typically identifies a need that s/he desires to fulfil. In most cases a need will arise through an internal or external event within the individual's life (for example, birthday parties, wedding ceremonies, or holidays). According to O'Sullivan and Spangler (1998:23), "during need recognition, the need or desire enters the consciousness of the individual leading to the second phase of this stage, namely, search alternative". Searching for alternatives emerges when the individual has identified a need (such as relaxation or escape). Having decided upon the need, the individual engages in a search for alternatives that may fulfil such need. Many decisions emerge during the alternative selection phase and the individual will have to weigh up the advantages of the various alternatives (O'Sullivan & Spangler 1998:23). The last phase of the pre-experience stage is preparation, which may take a long or short time.

Some experiences demand extensive preparation while others require little preparation. For example, going to the beach may require little preparation, while going on an overseas holiday trip may require a longer preparation time. O'Sullivan and Spangler (1998:23) caution that the pre-experience stage of the experience should never be ignored as this stage plays a vital role in the actual experience itself.

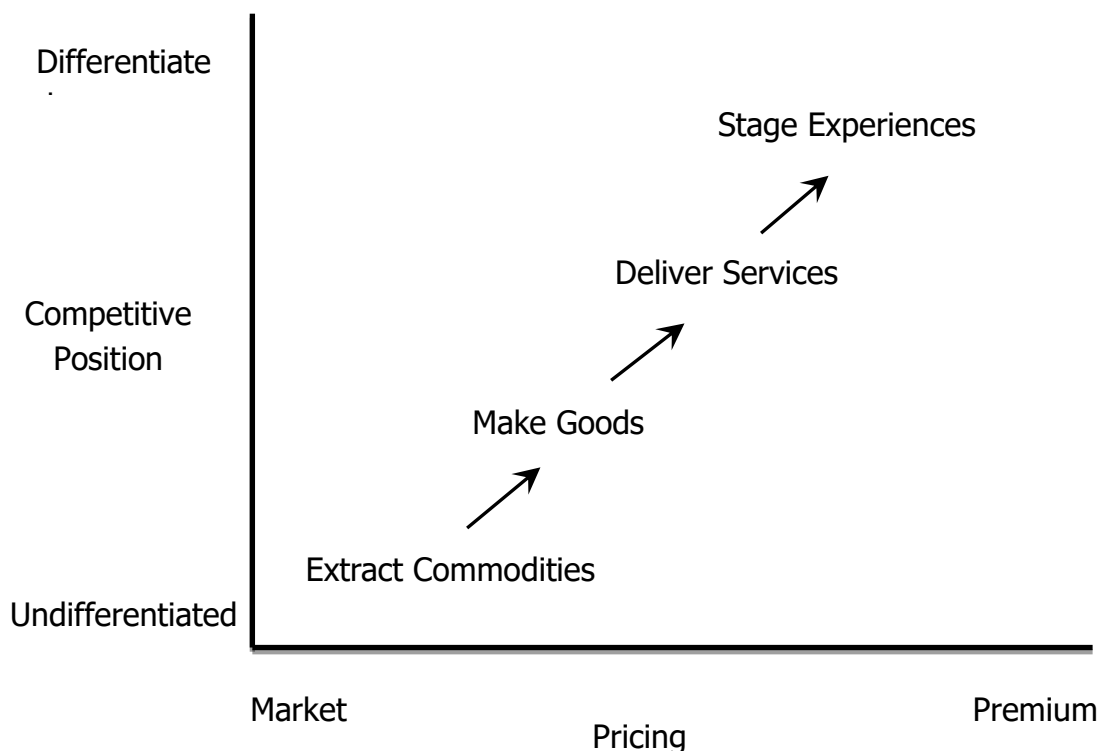
The second stage of a typical experience is the participation stage, that is, the actual involvement in the experience. Holbrook (1994:28) notes that in the participation stage the individual or customer can either play a passive or active role in the experience. Passive participation is derived from the consumer's understanding of, appreciation for, or response to a consumption object or experience. With active participation, the customer is involved in intense collaboration with the marketing activity (Mathwick *et al.* 2002:57). The more active or participative the customer is, the higher the collaboration between the consumer and the marketing entity (Holbrook 1994:28).

The final stage of the experience is the post-experience stage, which represents the aftermath of the participation. During this stage, the individual makes three important decisions: whether to simply repeat the experience; whether to look for alternatives that will bring more fun and enjoyment; or whether to cherish or try to forget the memories from the experience (O'Sullivan & Spangler 1998:23). If the experience has met expectations, the individual (depending upon how s/he perceives the experience) will repeat and remember such experiences. In contrast, if an experience falls below expectations, the individual will begin searching for more alternatives that will meet such expectations. Therefore, in the post-experience stage, positive experiences may offer various marketing opportunities for the experience provider (O'Sullivan & Spangler 1998:23).

Another approach that embodies the progression of stages describing experiences is the progression of "economic value" leading to the so-called

“experience economy” (Pine & Gilmore 1998:98). As shown in Figure 2.1, the progression in economic value begins with the extraction of commodities and moves through the next stages of making products and delivering services, to the final stage of staging experiences. The last stage, representing the experience economy, is the source of a competitive strategy that can be used to differentiate one organisation from the other (Pine & Gilmore 1998:98). Pine and Gilmore (1998:98) argues that “an experience is not an amorphous construct, it is as real as offering as any service, good, or commodity”.

FIGURE 2.1
THE PROGRESSION OF ECONOMIC VALUE



Source: Adapted from Pine & Gilmore (1998:98)

Table 2.1 provides a further comparison of commodities, goods, and experiences. Table 2.1 shows that from a global perspective, the economy has evolved from agrarian, to industrial, to a service economy, and finally to an experience economy. Experiences are staged by the seller, services are provided, goods are manufactured, and commodities sold by traders. The

nature of the offering for commodities (agrarian economy) is fungible, for goods it is tangible, intangible for services, and memorable for experiences. While prior economic offerings in terms of commodities, goods, and services are external to the buyer, experiences are inherently personal, existing in the mind of an individual who has been engaged on an emotional, physical, intellectual, or spiritual level (Pine & Gilmore 1998:98). For this reason “no two people can have the same experience, because each experience derives from the interaction between the staged event and the individual’s state of mind” (Pine & Gilmore 1998:99). Customers look for characteristics in commodities, search for features in goods, benefits in services, and sensations in an experience.

TABLE 2.1

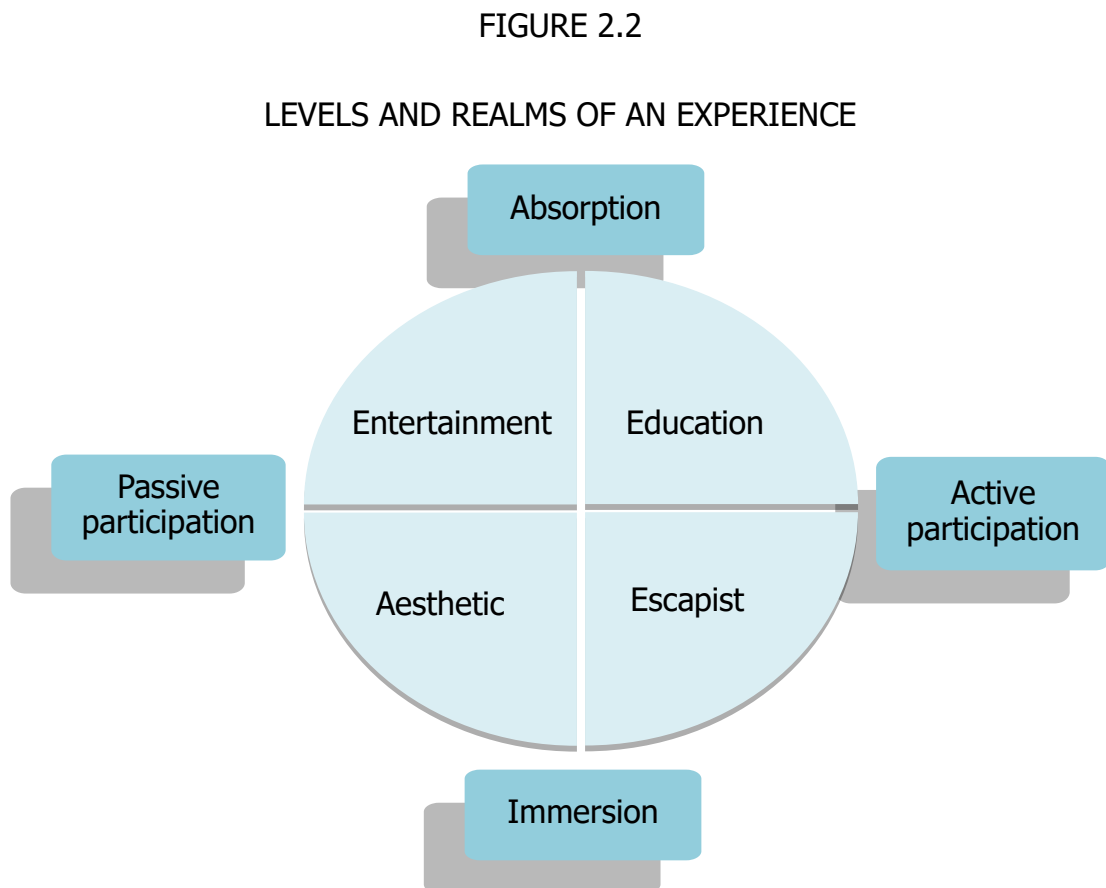
COMPARISON OF COMMODITIES, GOODS, SERVICES, AND EXPERIENCES

| | Economic offerings | | | |
|---------------------------|---------------------------|------------------------------|---------------------|------------------------|
| | Commodities | Goods | Services | Experiences |
| ECONOMY | Agrarian | Industrial | Service | Experience |
| ECONOMIC FUNCTION | Extract | Make | Deliver | Stage |
| NATURE OF OFFERING | Fungible | Tangible | Intangible | Memorable |
| KEY ATTRIBUTE | Natural | Standardised | Customised | Personal |
| METHOD OF SUPPLY | Stored in bulk | Inventoried after production | Delivered on demand | Revealed over a period |
| SELLER | Trader | Manufacturer | Provider | Stager |
| BUYER | Market | User | Client | Guest |
| FACTORS OF DEMAND | Characteristics | Features | Benefits | Sensations |

Source: Adapted from Pine & Gilmore (1998:98)

2.3.2 Levels and realms of an experience

Creating a good experience revolves around a number of realms and levels of customer participation and involvement (Pine & Gilmore 1998:102). These are shown in Figure 2.2.



Source: Pine & Gilmore (1998:102)

Participation in the experience can be passive or active, while involvement in the experience can be described as absorption or immersion. Caru and Cova (2003:272) suggest that, if participation in the experience is passive, the customer does not actively participate or influence the experience, while, if there is active participation, the customer can act and influence the experience. Passive customers have no influence on the performance of the experience stager (organisation) (for example, when watching a movie or a play in a theatre). In active participation, the participants are involved and

are co-creators of the experience (for example, playing the violin in an orchestra). "Absorption suggests that the customer has a certain distance to the stager of the experience (e.g. watching a movie) while immersion indicate that the customer gets drawn in the experience" (Mehmetoglu & Engen 2011:242). Within these two dimensions or extremes, the experience is grouped into four realms: entertainment, education, escape, and esthetics.

Entertainment involves absorption and passive involvement of the customer, for example observing performances of others, listening to music, or reading for pleasure (Oh *et al.* 2007:120). Smilansky (2009:124) asserts that entertainment at a tourist destination could encompass music, fashion, culture-based activities, competitions, television game shows, quiz games, board games, and playgrounds. These activities are intended to create fun and memorability for the customer. Other examples of entertainment may include variety shows and live concerts (Hosany & Witham 2010:354). In a guesthouse context, entertainment may involve activities that create fun, such as using a swimming pool, playing games, and high definition televisions with entertainment channels.

Education, the second realm of the experience, engages the mind of consumers, intrigues them and appeals to their desire to learn something new (Felitti & Fiore 2012:7). Pine and Gilmore (1998:102) argue that educational events (for example, attending a class or taking a ski lesson) involve active participation by the customer although the customer is, arguably, not immersed in such events. In terms of the guesthouse industry, guests increase their skills and knowledge, either specific or general, through educational experience at a destination. For example, the provision of brochures outlining the usage and functions of facilities in guesthouses, as well as cultural backgrounds of rural or local people, enable guests to learn new things (Oh *et al.* 2007:123).

Escapist experiences involve greater immersion than absorption, as this dimension can educate and amuse the customer at the same time (Pine & Gilmore 1998:103). Escapist experiences require active involvement by participants (Hosany & Witham 2010:354), and so involving the customer in events such as acting in a play, or participating in a choir, creates an immersion in the experience. According to Oh *et al.* (2007:121), tourism is a way for people to escape from their normal lifestyle to experience something extraordinary. Guesthouses provide opportunities for holiday and vacation travellers to escape from daily routine activities, relax, and be in a different world.

The fourth experience realm, *esthetic* experiences, entails immersion in an activity or environment while guests themselves have little or no effect on the activity (Felitti & Fiore 2012:3; Pine & Gilmore 1998:98). In this respect, specific accommodation might be selected for the pleasure and uniqueness it offers that differs from modern, everyday urban or suburban life. Bitner (1992:64) documents that the physical environment consists of three dimensions: the first is ambient conditions; the second is spatial layout and functionality; and the third involves the signage, symbols, and artifacts present in the environment. Bonn, Joseph-Mathews, Dai, Hayes, and Cave (2007:351) found that the physical environment of guesthouses (for example, safe and secure environments that provide guests with peace of mind) plays a critical role in determining visitors' attitudes, future patronage intentions, and willingness to recommend.

The richest experience involves aspects pertaining to all of the four realms, forming the "sweet spot" (Pine & Gilmore 1998:102). Within the guesthouse context, it can be argued that the richest experience of a guest may include aspects of education, entertainment, esthetics, and escapism.

The realms of an experience, shown in Figure 2.2, have been tested and validated by a number of authors in different contexts. For example, Oh *et al.*

(2007:119) tested these four dimensions using customers' lodging experiences with Bed and Breakfast establishments at Midwestern States in the United States of America. The authors found that the dimensions are valid and reliable. However, they suggest that a further validation of their measurement tool be conducted in other tourism sectors. In response to this, Hosany and Witham (2010:351) carried out a study on the dimensions of cruisers' experiences, satisfaction, and intentions to recommend. Their results show that the cruisers' experiences can indeed be represented by the four realms. Mehmetoglu and Engen (2011:237) examine the applicability of the four realms, as proposed by Pine and Gilmore (1998), in a music festival and a museum. Their study found sufficient evidence to support the four dimensions of an experience. Radder and Han's (2015:455) study on museums in South Africa found that only three dimensions, namely, edutainment, escapism, and esthetics were applicable in museums. Furthermore, Morgan, Elbe and Curiel (2009:215) explore and apply the experience realms in destination management. They confirmed that the dimensions of the experience can be relied upon in eliciting memorable experiences. Given the relevance of the experience realms, they were incorporated in the proposed dimensions of the guesthouse experience.

2.3.3 Dimensions of an experience

Besides the four experience realms, a number of authors have delineated different dimensions of experience. For example, Brewer (1988:23) adds affective feelings, cognitive evaluations, and novel events to the experience dimensions construct. According to Brewer, affective thoughts are an important part of memory, and events that are related to emotions are more likely to be remembered. Cognitive experiences relate to conscious mental processes to get customers to use their creativity or problem solving capacities so that they revise assumptions about a product or service (Brewer 1988:23). Otto and Ritchie's (1996:165) study on the service experience also delineated four dimensions of experience, namely, hedonics,

peace of mind, recognition, and involvement. Hedonics involves affective responses such as excitement, enjoyment, and memorability. Peace of mind encompasses the need for both physical and psychological safety and comfort. Recognition captures the feelings of the customer - that s/he has been treated as an important person. Involvement addresses the desire of the customer to have a choice and control in the service offering.

In another study Walls, Okumus, Wang, and Kwun (2011:166), explored consumer experience in a luxury hotel and found that hotel guest experiences constitute both a physical environment and human interaction dimensions. Whereas the physical environment encompasses the atmospherics (for example, the noise level, the lighting system, and cleanliness of the hotel); human interaction represents personal characteristics exhibited at the hotel, and may include employee and guest relationships and guest-to-guest relationships. Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros and Schlesinger (2009:33) suggest that customer experience within a retail context includes the social environment, the service interface, the retail atmosphere, the assortment, the price, and promotions.

The above findings suggest that no consensus exists on the dimensions of the customer experience. Consistent with Walls *et al.*'s (2011:189) sentiment, it can be argued that the dimensions of customer experience are multi-dimensional and are still evolving. Besides the various dimensions of the experience, the development of the customer experience has had strong implications in terms of satisfaction and behavioural intentions. In the next section, these implications will be explored.

2.4 INFLUENCE OF EXPERIENCE ON SATISFACTION AND BEHAVIOURAL INTENTIONS

Exploring the influence of experience on satisfaction and behavioural intentions is important for organisations, as it may serve as a guideline for managers to improve their operations. The contribution of experience to satisfaction and its impact on behavioural intentions have been confirmed by various authors albeit in different contexts (refer to Table 2.2).

TABLE 2.2

CONTRIBUTION OF EXPERIENCE TO SATISFACTION AND BEHAVIOURAL INTENTIONS

| Author | Dimensions | Domain | Satisfaction | Behavioural intentions |
|--------------------------------|--|--|--------------|------------------------|
| Bigné, Andreu and Gnoth (2005) | Pleasure, Arousal | Theme park | Yes | Yes |
| Hosany and Witham (2010) | Education, Entertainment, Esthetics, Escape, Memory, Arousal | Cruisers' experience | Yes | Yes |
| Otto and Ritchie (1996) | Hedonics, Peace of mind, Involvement, Recognition | Hotels, airlines, tours, and attractions | Yes | Yes |
| Prayag, Hosany and Odeh (2013) | Joy, Love, Surprise, Unpleasantness | Heritage site, Petra | Yes | Yes |
| Radder and Han (2015) | Edutainment, Escape, Esthetics | Museums | Yes | Yes |

Source: Own construction

2.5 MANAGING THE CUSTOMER EXPERIENCE

Looking at the importance of experiences, Berry, Carbone and Haeckel (2002:86) emphasise that simply creating value through experiences is not

sufficient for business success. The task lies in appropriately managing the total experiences. In lieu of this, Schmitt (2010:98) proposes three strategies that can be used to manage the total experience, namely through experience engineering, staging the experience, and monitoring the experience.

Engineering the total experience starts with recognising and identifying clues that influence customers' perceptions and experiences. These clues are classified into humanic clues (interaction with people) and mechanical clues (such as environmental design). Humanic clues are concerned with people and are engineered by the behaviour of employees and customers involved in the customer encounter (Walls *et al.* 2011:172). Engineering and managing human variables such as employee and customer characteristics, crowding and privacy, might play an important role in staging a positive experience. Pullman and Gross (2004:551) acknowledge that good customer and employee collaborative interactions may contribute to a positive experience, which in turn may influence customer loyalty. As Pine and Gilmore (1998:103) indicate, what customers take home during an experience encounter is the impression created by the organisation. A positive impression might lead to customer satisfaction while a negative impression (for example, resulting from rude behaviour by an employee) might lead to customer dissatisfaction. Therefore an organisation's focus should not only be on the product or service, but also on the entire customer experience, with the employees playing a major role in this regard (Yuan & Wu 2008:388).

Besides the humanic clues, environmental clues can also be engineered to create a good customer experience. Schmitt (1999:60) posits that experiences are private events that occur in response to some staged situation, which involves the entire being. He further emphasises that marketers need to provide the right environment and safety for the desired customer experience to take place. In other words, the staged environment involves a physical dimension that impacts the five senses of the customer.

Bitner's (1992:57) study on servicescapes, directs organisations to focus, commit, and create a friendly and conducive environment for customers.

The second strategy involves staging the experience. Pine and Gilmore (1998:102-105) suggest that experiences can be managed by managers perceiving themselves as theatre producers who stage events for consumers, using various types of theatre formats. According to Pine and Gilmore (1999:12), an organisation (referred to as the experience stager) no longer offers goods or services alone but the resulting experience, rich with sensations, created within the customer. Organisations "wrap their experiences around their existing goods and services" to differentiate their offerings (Pine & Gilmore 1999:12-13). Service providers will have an edge in this regard, as they are not focused on tangible offerings. Organisations should truly offer engaging experiences as this will set the stage for creating a bond that fosters communication and repeat purchases with the customer (Pine & Gilmore 1999:12-15).

The third customer experience management strategy involves monitoring and improving the experience. Meyer and Schwager (2007:120) contend that, for organisations to improve customer experience, they have to monitor those experiences and then devise the necessary steps for improvement. These authors hold that every customer falls within any one of four quadrants and the onus lies with the organisation to identify where each customer can be placed, in order to prioritise strategies in managing the experience. These quadrants represent model customers (good summary scores as well as revenues), growth customers (good summary scores and potential revenue), at risk customers (low summary scores but good revenue) and dangling customers (low summary scores as well as revenue).

Managing the customer experience is important for organisations. Customer experiences that are carefully managed could serve as a competitive advantage and a differentiation strategy for many organisations.

2.6 SUMMARY AND CONCLUDING REMARKS

In this chapter, the concept of the customer experience was explored. It was established that different authors attribute different meanings to the customer experience concept. Therefore a unified definition could not be located in the literature. However, within the context of guesthouses, guests' experience can be defined as an inherent feeling and stimulation that guests acquire through interactions with the guesthouse, its products, or services. As indicated in this chapter, a number of authors (e.g. Frow & Payne 2007:89-101; Garg, Rahman, Qureshi & Kumar 2012:1098-1123; Meyer & Schwager 2007:118; Volo 2009:111-126), have described an experience as being subjective and abstract, which makes it difficult to measure. However, in order to effectively manage the experience, it has to be measured in some way. The current study served as such an example.

Another important finding in this chapter involves the stages of experience. With respect to guesthouses, guesthouse managers should recognise that guests' experiences involve three stages (pre-experience, participation, and post experience). Each of the stages partially influences the guest's perception of experience either positively or negatively. Whilst the current study focuses on the participation stage, guesthouse managers should strive to engage the customer to achieve the required experience across all stages.

The different realms of an experience were also explored and it was found that an experience is multi-dimensional. It is thus postulated that the experience within a guesthouse may also comprise different dimensions. The important consideration is how to manage those dimensions to enhance customer satisfaction.

CHAPTER 3

EXPERIENCE QUALITY

3.1 INTRODUCTION

It has been pointed out in Chapter 1 that organisations have to move from the provision of conventional quality to the creation of experience quality. Customers are said to be looking for quality in the total experience. As far as could be determined, experience quality as part of the customer experience has not yet been explored within the hospitality industry in Ghana.

This chapter will investigate the quality aspects of the experience with the aim of responding to the second section of objective 1 of the current study, which is to study the literature on experience quality to provide an understanding, and application thereof, within the guesthouse industry. This chapter is structured as follows: First, the concept of quality is explained from a general perspective and a number of service quality models. Thereafter, the concept of *experience quality*, which is the central focus of this chapter, is explored and the dimensions proposed to constitute experience quality, are discussed. Finally, a summary of the chapter and concluding remarks are provided.

3.2 DEFINITION AND CONCEPTUALISATION OF "QUALITY"

Academic literature defines and interprets quality in many different ways, for example, quality is described with reference to products produced (Garvin 1984:25-43), services offered (Grönroos 1984:44; Parasuraman *et al.* 1988; Tsang & Qu 2000:317), relationship creation (Jin, Line & Goh 2012:1-45; Kim, Lee & Yoo 2006:143-169; Ullar & Islam 2011:138-147), and the environment (Olsen, Teare & Gummesson 1996:304). These interpretations of quality are briefly discussed below.

From a general perspective, the quality of a *product* is an evaluation and judgement and refers to the performance, reliability, and functionality of the product (Zeithaml 1988:14). The quality of a product can also be defined as its ability to fulfil the customer's needs and expectations. If the product meets the customer's expectations, the customer will be pleased and consider the product acceptable or even of high quality (Jakpar, Na, Johari & Myint 2012: 222-224; McNally, Akdeniz & Calontone 2011:63-64). If expectations are not met, the customer will consider the product as of low quality. Product quality can also be defined in terms of parameters or characteristics ((Jakpar *et al.* 2012:222-224; McNally *et al.* 2011:63-64). For example, for a mechanical or electronic product these characteristics are performance, reliability, safety, and appearance. For pharmaceutical products, parameters such as physical and chemical characteristics, medical effect, toxicity, taste, and shelf life may be important. For a food product, the parameters may include taste, nutritional properties, and texture.

Grönroos (1984:44) offers that *service quality* is the extent to which a service meets customers' needs or expectations, while Parasuraman *et al.* (1988:18) view service quality as the degree and direction of discrepancy between consumers' perceptions and expectations. Tsang and Qu (2000:317) also focus on the consumer perspective and define service quality as the difference between customers' expectations, and perceptions of the organisation's performance.

Getty and Getty (2003:95) acknowledge that service quality is difficult to conceptualise because of its intangible nature and features, its heterogeneity and inseparability. Boulding, Kalra, Staelin, and Zeithaml (1993:15) view the delivery of service quality as a dynamic process. Individuals enter a service encounter with two types of expectations of service quality: what will happen and what should happen. Following the service encounter, the customer forms two perceptions: first, an impression of the organisation, based on the service s/he received and, second, an impression of each aspect of the

service which results from a comparison of what s/he initially expected with what s/he actually got. Both of these perceptions contribute to an overall assessment of the level of service quality, which in turn leads to behavioural outcomes. In the view of Boulding *et al.* (1993:25), expectations lead to perceptions, which subsequently lead to behavioural intentions. In addition, perceptions from one service encounter contribute towards the expectations in the next encounter with the same service provider.

The role of quality in forming *relationships* constitutes another approach to defining the concept. For example, Jin *et al.* (2012:45) hold that quality is the overall impression left in the mind of customers, which creates a relationship between an organisation and the customer. In trying to explain the concept of relationship quality from a broader perspective, Kim *et al.* (2006:143-169) conduct a study on predictors of relationship quality and relationship outcomes in luxury restaurants, as well as the tangible and intangible antecedents of relationship quality. The authors found that in order to attract and retain customers, there should be regular communication with the customer, as well as good interpersonal relationships between employees and customers. Ullar and Islam (2011:143) indicate that customers feel motivated and part of an organisation when the service provider is willing and able to accommodate, as well as interact with all customers in a satisfactory manner.

From a third perspective on the conceptualisation of quality, Olsen *et al.* (1996:304) suggest that quality of a product and a service is connected to the physical *environment*. Not only have customers' needs changed significantly to reflect a focus on the environment, but the level of social responsibility of an organisation has also become a critical factor in responding to environmental concerns. Therefore, quality of an offering is perceived in totality as the impact of the end product or service on the environment and the organisation's interaction with society (Olsen *et al.* 1996:304).

3.3 REVIEW OF SERVICE QUALITY MODELS

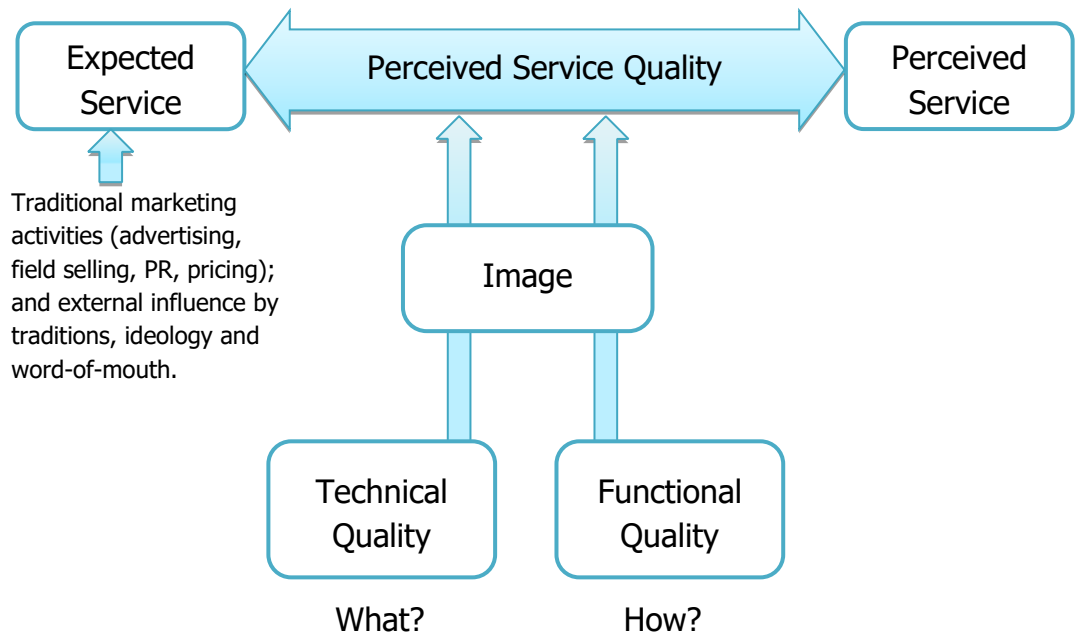
In the past decades a series of models has been developed to address how quality should be measured in an organisation, with the aim of increasing customer satisfaction. This section of the chapter reviews some of these models. Given that guesthouses are inherently service businesses, the focus in this section is on models describing *service quality*. Three models, namely the Grönroos model of perceived service quality, the SERVQUAL model, and the systems approach to service quality, is discussed.

3.3.1 The Grönroos model of perceived service quality

Grönroos (1984:36-44) is generally regarded as one of the first authors to present a model that can be used to measure service quality. As illustrated in Figure 3.1, his model contains two dimensions of service quality: technical quality and functional quality. The technical component refers to what the customer receives from the service (such as knowledge, and employees' technical ability). The functional component refers to service delivery (for example, appearance, accessibility, internal relations, behaviour, or after sales services). These two components (functional and technical) reflect the image of the organisation, which might influence perceived quality. Expected service is compared with perceived service, and the difference is referred to as perceived service quality.

FIGURE 3.1

PERCEIVED SERVICE QUALITY MODEL



Source: Adapted from Grönroos (1984:36-44)

3.3.2 The SERVQUAL model

Parasuraman, Zeithaml & Berry 1985 (1985:41-50) developed the SERVQUAL model which is one of the most well-known service quality models. The model originally comprised ten dimensions: tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding (Parasuraman *et al.* 1985:43). However, owing to the overlapping of the constructs, the ten dimensions were later on reduced to five, namely tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman *et al.* 1988:12). These five dimensions became the basis of the SERVQUAL instrument used for measuring service quality, and are briefly explained below.

Tangibility refers to the physical characteristics associated with the service encounter. With respect to the hospitality industry, the general appearance of the building and functionality of facilities inside and outside the property represent tangibles. *Reliability* implies rendering a good service from the first encounter with the customer. It is the extent to which employees can be depended on to perform services correctly and consistently. *Responsiveness* relates to the willingness that employees exhibit to promptly and efficiently solve customers' problems. *Assurance* comprises the knowledge and courtesy of employees, and their ability to inspire trust and confidence, while *empathy* reflects being caring and giving attention to individual customers.

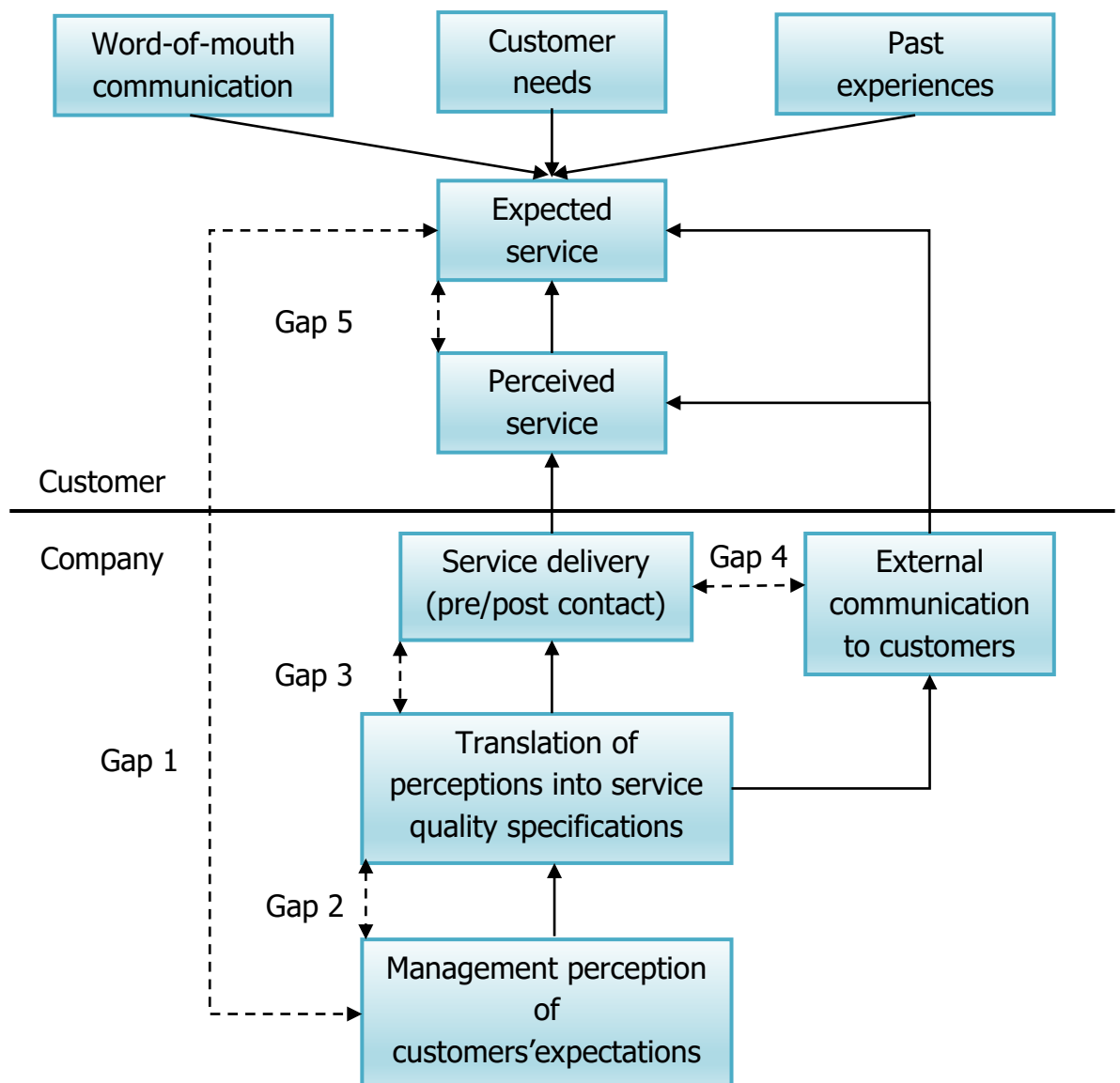
The SERVQUAL model (see Figure 3.2) is divided into two parts; with the upper section linked to the customer, while the lower section concerns the service provider. The expected service articulates the consumers' past experiences, personal needs, and word-of-mouth communications (Parasuraman *et al.* 1985). Perceived service quality captures the internal decisions and activities of the consumer (Simpson 2011:227). Management's perceptions of the consumers' expectations are the guiding principle when deciding on the specifications of the quality of service that the organisation should provide. If there are differences in the expectations or perceptions between people involved in providing and consuming the services, then a "service quality gap" is created (Simpson 2011:228). Five such gaps are shown in Figure 3.2, and can be explained as follows:

- Gap 1 shows the difference between customers' expectations and management's perception of these expectations;
- Gap 2 reflects the difference between management's perceptions of customers' expectations and service quality specifications;
- Gap 3 indicates the difference between service quality specifications and the service actually delivered;
- Gap 4 shows the difference between service delivery and the communication to customers about delivery; and

- Gap 5 captures the difference between customers' expectations and perceived service. The first four gaps (Gaps 1, 2, 3 and 4) deal with the manner in which the service is delivered and the extent of these four gaps determine the severity of Gap 5. This implies that the magnitude of Gap 5 is dependent on the direction of the first four gaps (Tsang & Qu 2000:316).

FIGURE 3.2

SERVQUAL MODEL



Source: Adapted from Parasuraman *et al.* (1988:25)

SERVQUAL has been widely used for measuring service quality in the hospitality industry (e.g. Chang 2008:73-84; Ekinci & Riley 2000:204; Humnekar & Phadtare 2011:60-72) and has been replicated in other service industries such as public hospitals (de Jager, du Plooy & Ayadi 2010:133) and telecommunication(e.g. Chen & Yang 2015:85). Getty and Getty (2003:102) developed the Lodging Quality Index (LQI) model, which was similar to SERVQUAL, and designed to assess the effectiveness of service delivery strategies associated with lodging services. The LQI is based on the initial ten constructs of SERVQUAL, but has five components: tangibility, reliability, responsiveness, confidence, and communication. It has been suggested that the LQI model can be used to track service quality trends, evaluate the differences in performance of individual quality dimensions of each property, and finally to help monitor quality perceptions of competitors' properties. However, despite the wide acceptance of SERVQUAL, the model has also been criticised.

One of the striking criticisms was made by Cronin, Steven, and Taylor (1992:60), who argue that SERVQUAL is "paradigmatically inaccurate because of its ill-judged adoption of the disconfirmation model" as proposed by Oliver (1980:460). Cronin *et al.* justify their argument by emphasising that SERVQUAL does not address satisfaction and attitude. To address this gap, Cronin *et al.* recommend the SERVPERF model. The SERVPERF model is based on the original SERVQUAL model. However, SERVPERF only captures the performance aspect of satisfaction rather than focusing on gaps, as is the case with SERVQUAL.

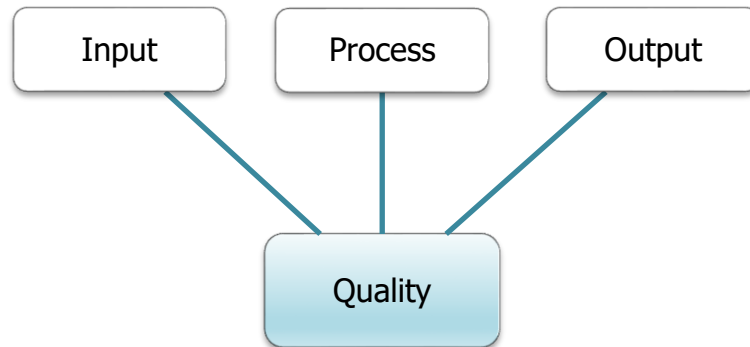
3.3.3 The systems approach to service quality

Johnson, Tsiors, and Lancioi (1995:18) propose the *systems approach* model to service quality. They argue that evaluating service quality is totally different from product quality. Their model holds that service quality is

measured against three pillars: input quality, process quality, and output quality (as indicated in Figure 3.3).

FIGURE 3.3

THE SYSTEMS APPROACH TO SERVICE QUALITY



Source: Adapted from Johnson *et al.* (1995:19)

Input quality relates to the functioning of facilities such as equipment, a clean and safe environment for customers, and employees displaying knowledge and professional skills in dealing with customers. *Process quality* refers to the quality of interaction between employees and customers. Typically, customers are directly affected by service production processes, such as easy access and availability of information and the ability of the employees or the service provider to assist in the process of getting such information or help. Finally, *output quality* relates to the outcome of the service rendered and includes both tangible outcomes and intangible benefits. Every organisation anticipates the outcome of the service provision to change the customer physically, mentally, or to increase or decrease his or her possessions.

According to the systems approach model, customers evaluate quality by considering various aspects of output, process, and input, with output dominating as the priority for the customer and input having less importance.

3.4 EXPERIENCE QUALITY

As evidenced in the literature (e.g. Chang 2008:73-84; Chen & Yang 2015:85; Ekinci & Riley 2000:204; Humnekar & Phadtare 2011:60-72; de Jager *et al.* 2010:133), the definition of service quality, based on functional and technical aspects of service delivery, has been widely applied to measure service delivery. However, the traditional service quality principles do not capture the affective and holistic factors that lead to quality of the overall service *experience* from the perspective of the customer (Fick & Ritchie 1991:5). Attention, therefore, has to be paid to experience quality, the focus of the current study.

Chen and Chen (2010:29) suggest that in a contemporary society, customers have moved from being enticed with new product developments to customer-oriented developments that emphasise quality of personal experiences (Chen & Chen 2010:29). The concept of experience quality also extends beyond the conventional service quality dimension. Chen and Chen (2010:35) state that "the quality visitors perceive is much more associated with their experiences during the process of visitation than the services *per se*".

Otto and Ritchie (1996:165) highlight five main differences between service quality and experience quality:

- Firstly, the scope of experience quality is more general while that of service quality is specific.
- Secondly, the nature of experience quality benefits is experiential, hedonic, or symbolic, while service quality benefits are functional or utilitarian.
- Thirdly, the focus of evaluation of experience quality is based on the customer's self or internal perspective, while service quality captures the service performance at the attribute level.

- Fourthly, the evaluation of experience quality tends to be holistic, while the evaluation of service quality is attribute-based.
- Lastly, service quality measurements are objective while those of experience quality are subjective.

Based on the short description of experience quality, it is reasonable to assume that experience quality comprises a number of unique dimensions. A selection of these are discussed in the next section.

3.5 DIMENSIONS OF EXPERIENCE QUALITY

No consensus seems to exist in the literature on exactly what comprises experience quality. Table 3.1 lists 19 dimensions of experience quality that could be identified in the literature. Some dimensions (e.g. Involvement and Peace of mind) are common to different studies and contexts, while other dimensions seem to be unique to a specific context. As far as could be determined none of these dimensions have been examined in a guesthouse context.

TABLE 3.1

DIMENSIONS OF EXPERIENCE QUALITY

| Dimensions | Context | Source |
|-----------------------|--|----------------------------------|
| Hedonics | Hotels, airlines, tours, and attractions | Otto and Ritchie (1996:165-174) |
| Peace of mind | Hotels, airlines, tours, and attractions | Otto and Ritchie (1996:165-174) |
| Involvement | Hotels, airlines, tours, and attractions | Otto and Ritchie (1996:165-174) |
| Recognition | Hotels, airlines, tours, and attractions | Otto and Ritchie (1996:165-174) |
| Immersion | Theme parks | Kao <i>et al.</i> (2008:163-174) |
| Surprise | Theme parks | Kao <i>et al.</i> (2008:163-174) |
| Participation | Theme parks | Kao <i>et al.</i> (2008:163-174) |
| Fun | Theme parks | Kao <i>et al.</i> (2008:163-174) |
| Physical surroundings | Museum and shopping context | Chang and Horng (2010:2401-2419) |
| Service providers | Museum and shopping context | Chang and Horng (2010:2401-2419) |
| Other customers | Museum and shopping context | Chang and Horng (2010:2401-2419) |

TABLE 3.1

DIMENSIONS OF EXPERIENCE QUALITY (CONTINUED)

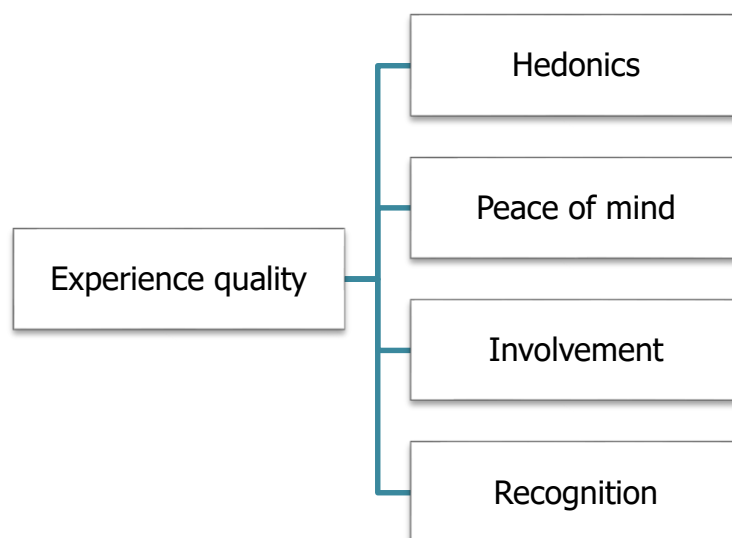
| Dimensions | Context | Source |
|-----------------------|-----------------------------|----------------------------------|
| Customers' companions | Museum and shopping context | Chang and Horng (2010:2401-2419) |
| Customers themselves | Museum and shopping context | Chang and Horng (2010:2401-2419) |
| Involvement | Heritage tourism | Chen and Chen (2010:29-35) |
| Peace of mind | Heritage tourism | Chen and Chen (2010:29-35) |
| Education | Heritage tourism | Chen and Chen (2010:29-35) |
| Entertainment | Rain forest | Cole and Scott (2004:79-90) |
| Education | Rain forest | Cole and Scott (2004:79-90) |
| Community | Rain forest | Cole and Scott (2004:79-90) |

Source: Own construction

As explained in Chapter 1, the current study proposed hedonics, peace of mind, involvement, and recognition as dimensions of experience quality that might impact customer satisfaction in the context of guesthouses in Ghana (see Figure 3.4). These dimensions are subsequently discussed.

FIGURE 3.4

PROPOSED DIMENSIONS OF EXPERIENCE QUALITY



Source: Adapted from Otto & Ritchie (1996:172)

3.5.1 Hedonics

The first dimension of experience quality proposed for the current study is hedonics. Hedonism is mostly used to describe the philosophy that pleasure is the most important pursuit of mankind. Hirschman and Holbrook (1982:92) assert that hedonic consumption consist of “those facets of consumer behaviour that relate to the multisensory, fantasy, and emotive aspects of one’s experience”. These components of hedonism are briefly discussed.

3.5.1.1 Multisensory experience

A multisensory experience is an experience that involves two or more of the senses within the same activity (Schmitt 1999:1-5). The so-called five human senses are of crucial importance to the individual’s experience (Schmitt 1999:5), as it is through the senses that individuals perceive organisations, products, and brands (Hultén, Broweus & Dijk 2009:32). Schmitt (1999:1-5) postulates that the five senses help explain consumer experiences. These experiences include sensing, feeling, thinking, acting, and relating:

- Sense experiences are created through the five sense organs (sight, sound, touch, taste, and smell).
- Feel experiences appeal to the inner emotions of the consumer and may either depict a positive or negative attitude towards a product or service.
- Think experiences are those that encourage customers to engage in elaborate and creative thinking, and problem-solving activities.
- Act experiences encompass the lifestyle, interactions, behaviours, and bodily experiences of the customer.
- Finally, relate experiences go beyond an individual’s personal intrinsic behaviour, feelings, and attitude and captures how one relates to oneself, other people, or culture.

These five senses are connected and interact with each other. Furthermore, there is a “coordinated role of senses in enhancing positive experiences”

(Zurawicki 2010:80) which influences consumer behaviour (Derval 2010:63). Such experiences have been described as being personal, existing in the mind of an "individual who has been engaged on an emotional, physical, intellectual, or even spiritual level" (Pine & Gilmore 1998:99). The emotional level is probably associated with the sense of 'feeling'; the physical level with the sense of 'acting'; intellectual level with 'thinking'; and the spiritual level with 'relational' experiences. These levels once more seem to point the multi-dimensionality of the experience and the integration of the senses.

In line with the above discussions, guesthouse managers have to recognise how the organisation, through different sensory strategies and sense expressions, can create thrilling experiences in their guesthouses and establish a positive image that relates to the guest's identity, lifestyle, and personality. The creation of the guesthouse experience should deliberately and strategically focus on the five senses as it is likely to influence the hedonic component of the experience.

3.5.1.2 Fantasy and fun experiences

The second component of the hedonic experience involves fantasy and fun. From a general perspective, fantasy is a pleasant situation that a person enjoys thinking about, while fun is often unexpected, informal and short term but results in enjoyment or pleasure. Fun can change a person's behaviour, perception, and unpleasant mood (Alba & Williams 2013:3).

Sometimes hedonics is said to be associated with fun characteristics rather than functional characteristics (Josiam & Henry 2014:189). Infact, the idea of attaining the "fun factor" in the experience has more value than the service or product forming part of the experience. Fun plays a major role, as it is fascinating (Mathiot 2010:108). Chan (2010:720) notes that fun creates a positive atmosphere for organisations. With respect to guesthouses variety shows or comedy programmes, crossword competitions (competition which

involves playing with words and making words out of jumbled letters), and programmes that will engage guests to what they really like to do might create fun and influence the perception of the experience being hedonic.

3.5.1.3 Emotional experience

Emotions form a critical component of the hedonic experience (Hirschman & Holbrook 1982:92). Frochot and Batat (2013:26) posit that emotions are perceived as subjective states experienced during product usage or consumption experience. Malone, McCabe, and Smith (2014:242) explain emotions as follows:

"Emotions are psycho-physiological, they can affect our physical state but are also experienced as mental states, states that display immediacy and intensity. Emotions are real (as felt) but also subjective representations of an individual's being".

The physical and psychological component captures the inner feelings of the individual which can be displayed in the form of happiness, anger, and fear.

While happiness might be positive emotions, anger, and fear might be negative emotions. Bohanek, Fivush and Walker (2005:64) indicate that intensely emotional events come to mind more often and are therefore rehearsed and subsequently remembered in much detail over extended periods of time.

The concept of emotions can also be defined as a two-dimensional construct, namely pleasure and arousal. On one hand, pleasure measures the degree to which consumers feel happy, joyful, or generally in a positive mood when envisaging a situation. On the other hand, arousal refers to feeling active and stimulated (Frochot & Batat 2013:26).

In the tourism and hospitality context, positive emotions might result from adventure walks, day tours, cycling, surfing, storytelling, and music concerts. These elements are assumed to create happiness and enjoyment for the tourist. In empirical tourism studies, researchers found that emotions affect the hedonic experience, and allow tourists to construct memorable experiences. For example, Tung and Ritchie (2011:1367) find that positive emotions and feelings associated with tourism experiences, such as happiness and excitement, were critical factors of hedonism.

In sum, hedonic experiences should create fun, engage the five sense organs and result in positive emotions. Within the tourism sector, activities such as skiing, horse racing, and wine tasting might accomplish a positive hedonic experience. In the guesthouse context, resting during the day or night while sitting comfortably in front of the television, or at the movies, may appease the customer. Furthermore, spending time together with family and friends, enjoying good food in a restaurant surrounded by beautiful scenery, or enjoying the physical experience of walking up a mountain could be seen as utilising resources in producing and consuming highly worthwhile and memorable experiences (Kim *et al.* 2012:13). In general, it is expected that a guesthouse should engage guests to do something they really liked to do, offer guests something they will remember, strive to appease guests with 'once-in-a lifetime experience' offers, as well as providing a thrilling and superb experience.

3.5.2 Peace of mind

The second dimension of experience quality incorporated in the current study is "peace of mind". From a general perspective, peace of mind refers to a state of mental and emotional calmness, undisturbed by worries, anxieties, or fear (Sasson 2014:1). This state of mind helps an individual to think clearly, improve concentration, and become more efficient in dealing with daily affairs (Sasson 2014:1).

Prior research revealed that there are three factors that can provide customers with peace of mind. These include safety, security, and privacy. Customers prioritise these factors when visiting a destination because their presence gives the customer peace of mind (Chan & Lam 2013:215; Chen, Chuang, Huang, Lin & Chien 2012:318; Kim, Lee& Ham 2013:377). These factors are briefly discussed below.

3.5.2.1 Safety

According to Chan and Lam (2013:203), *safety* encompasses measures put in place to protect customers and employees from potential death and injury. Possible injuries may include cuts and burns, and falls as a result of slippery floors. Getty and Getty (2003:96) opine that safety includes conditions within the service environment that provide customers with freedom from danger or risk. Therefore, to feel safe is to enjoy an environment free from unwanted and dangerous threats such as attacks from robbers and faulty electrical equipment at a destination. To improve safety, many hotels have installed electronic locks, fire extinguishers, smoke detectors and closed circuit televisions (CCTVs) (Okumus 2005). Any destination which ignores its responsibility to take measures to promote safety stands to lose business to keen competition that has the necessary provisions (Boakye 2012:327).

3.5.2.2 Security

In the modern business environment, providing *security* in addition to safety, has become very important. Security involves measures to prevent unauthorised entry and, especially, movement of unwanted persons through the stairways, emergency doors, or staff entrances at a destination (Ellis 2005). For instance, surveillance cameras can be found in shops, restaurants, major transportation terminals, and schools. In addition to CCTVs, a number of organisations provide uniformed security personnel to complement electronic devices (Chan & Lam 2013:202).

3.5.2.3 Privacy

The third dimension of peace of mind is a customer's *privacy*. Privacy of customers can be divided into two forms: personal privacy and privacy of information. Personal privacy is associated with respect given to a customer, such as protecting their privacy in the guest room and avoiding unnecessary disturbances. One dimension of personal privacy is guest-to-guest behaviour, which captures the behaviour exhibited by one customer to another customer in a destination setting (Walls 2013:186). Common logic suggests that customers expect others to show appropriate behaviour towards them. Suitable behaviour, according to Brocato, Voorhees, and Baker (2012:4), is the extent to which an individual customer feels that other customers in the service environment behave well, given the consumption context. Walls (2013:186) notes that customers require privacy, especially in a hospitality set-up. Therefore the behaviour of other customers should be monitored in the quest to maintain a peaceful environment. According to Brocato *et al.* (2012:4), there are two kinds of customer behaviour: negative (such as a crying child, cursing, and rudeness) and positive (such as friendly and helping behaviour). Negative behaviour is usually shown when other customers violate the code of practices in a service environment, which adversely affects customers' satisfaction of the service experience (Brocato *et al.* 2012:13).

Privacy of information is associated with personal information provided by customers. In the 21st century, due to increased use of information technology (IT), a huge number of customers access hotels and other hospitality establishments through the internet. In the process, they provide their personal information. However, due to increased threats to information security from both external and internal invasions, security of customer information has become very important (Kim *et al.* 2013:369), and remains a major concern (Kim, Ma & Kim 2005:890).

3.5.2.4 Previous research

The importance of peace of mind is illustrated by a number of research findings. For example, George (2003:582) conducted a study on tourists' perception of safety and security of Cape Town, and found that a number of personal factors, such as nationality and previous experience of crime, affected respondents' perceptions of safety and security. Boakye (2012:331) carried out a study on tourists' views on safety and vulnerability in selected towns in Ghana and found that tourists felt unsafe at attraction sites due to their privacy being invaded by vendors and beggars on the street. Chan and Lam (2013:202) investigated hotel safety and security systems. In their study, they sought to identify the gap between guests' and managers' perceptions of safety and security. Their findings were that guests perceived "well-equipped fire prevention systems in accordance with local regulations", the existence of an "emergency plan", "an emergency lighting system", "24-hour uniformed security guards", and "the regular testing of hotel safety and security systems" as five important safety and security measures. Managers, on the other hand, perceive "CCTVs for public areas in the hotel", "emergency lighting systems", and "application of a guest key to activate the lifts to guest floors" as important to guest safety and security.

Boakye (2012:328) identifies that customers' safety and security has effects on two aspects of the tourism setting: the tourist and the destination. Regarding the tourist, safety and security concerns would lead to a shift of demand patterns. Some examples could be the recent bombing at a shopping complex in Kenya, the kidnapping of several school girls and attacks on several towns in Nigeria, and recent killings of tourists in Libya, all of which might change the desire of many tourists to travel to such countries due to safety and security concerns.

With respect to a destination, safety and security concerns can create a bad reputation for the organisation itself and subsequently lead to a decline in its

appeal to customers (Boakye 2012:328). An example of the effect of a bad reputation is that of Egypt, where the country lost an estimated US\$1 billion in tourism revenue in a period of a year in 1999, which can be traced back to bad publicity caused by terrorist attacks in certain areas of the country (Allen 1999). Vengesayi (2003:645) suggests that organisations that are unsafe would find it difficult, or virtually impossible, to compete for or attract customers.

In light of the above discussion, the provision of safety, security, and privacy assures the customer peace of mind. Ideally, in a guesthouse context, guests should feel physically comfortable, sure that their property is safe when left at the guesthouse, feel a sense of personal security and, finally, feel assured that their privacy is respected while staying at the guesthouse. Therefore, with respect to guesthouses, some common examples of safety and security measures would include the safety of flooring, safety of the building itself, safeguarding guests personal information, restricting unauthorised entry into guest rooms, and ensuring customers are protected from criminal attacks within the guesthouse. Several authors (including Chen & Chen 2010:33; Otto & Ritchie 1996:171) have confirmed in their studies that peace of mind influences customers' perceptions of experience quality. It was expected that this might also be relevant to a guesthouse context in Ghana and this notion has therefore been verified in the empirical part of the study.

3.5.3 Involvement

Involvement represents the third dimension of experience quality identified for the current study. Loureiro, Almeida, and Rita (2013:37) define involvement from two angles: centrality to lifestyle and self-expression. Centrality to lifestyle is the degree to which customers' lifestyles affect their participation in activities. In contrast, self-expression is the degree to which customers express themselves through participation in activities and treatment. Havitz and Dimanche (1990:180) define tourism involvement as a

“psychological state of motivation, arousal or interest between an individual’s recreational activities, tourist destinations or related equipment, at one point in time, characterised by the following elements: importance, pleasure value, sign value, risk probability and risk consequences”. Chen and Chen (2010:30) refer to involvement as a “customer’s desire to have a choice and control in the service offering, and the demand to be educated, informed, and incorporated with a sense of mutual co-operation”. While there is no unified definition for involvement, three key dimensions of involvement can be deduced from the definitions provided: participation, education, and communication. These dimensions are described below.

3.5.3.1 Customer participation

The first dimension of involvement is customer participation. Goodwin and Radford (1993:232) define participation as the “the customer’s ability to exercise options which affect the sequence and substance of service delivery throughout the service experience”. Schmitt (1999:16) refers to participation as the act of engaging customers in being part of the experience creation. This action is expected to yield favourable outcomes for both customers and organisations. Kao *et al.* (2008:166) posit that customer participation is the interaction between consumers and products/services or environments. Based on the definitions provided above, “participation” can be described as a conscious act of allowing the customer to be part of the experience creation.

Customer participation can also be described as voluntary and involuntary (Wattanakamolchai 2008:4). On the one hand, voluntary participation occurs when customers are given options to choose from or when customers have the opportunity to decide which alternative will suit them. Involuntary participation, on the other hand, occurs when customers have no other alternative to choose from than to succumb to what is provided by the organisation. For example, as a control measure in a hotel context,

management may decide to change the way in which food and drinks are purchased. They may install machines, and the only way to purchase is by debit cards. In such an instance, customers with no debit cards will not be able to buy food and drinks. Involuntary participation can have a negative impact on the organisation if it is not properly implemented. Hence, Otto and Ritchie (1996:165-163) propose that the customer be given a variety of choices and control over the services an organisation offers. This in turn will improve their confidence and increase satisfaction (Kao *et al.* 2008:172).

Customer participation has advantages for both the customer and the organisation. For the customer, it can enhance their skills in utilising the service, leading to a faster service process and greater satisfaction (Lengnick-Hall 1996:792). Moreover, it can enable customers to receive various benefits (such as discounts, greater convenience) and more control over service outcomes as an exchange for their participation (Bitner 1992:62; Zeithaml & Bitner 2000:25). Within the tourism sector, participation can lead to greater repurchase and referrals, especially through word-of-mouth channels (Zeithaml & Bitner 2000:25). In tourism, examples of participatory activities include professional surfing or yachting, car racing, cricket, baseball, snowboarding, mountain biking, multi-activity competitions, and harvesting and crushing grapes. Within a guesthouse setting, examples of participatory activities may include self-catering, self check-in, self check-out, guests doing own laundry.

3.5.3.2 Education

Education represents the second dimension of involvement. An educational experience provides guests with an opportunity to absorb events as they unfold at a destination (Pine & Gilmore 1998:98). It affords the guest an opportunity to be actively involved in such events through interactive engagement of the mind, body, and soul (Oh *et al.* 2007:119). In a guesthouse setting, educational experiences might involve providing events

or activities that result in increasing the skills and knowledge of the guest. Some offerings are established specifically to offer visitors an educational experience (Oh *et al.* 2007:120), for example, providing guidelines on how to operate self-service facilities (check-in or check-out, internal communication services in the guest room), and providing a skill of operating equipment in the guesthouse. Indeed, an educational experience should truly engage the mind and increase the knowledge and the skills of the customer (Pine & Gilmore 1999:4).

3.5.3.3 Communication

The third dimension of involvement is communication. Perovic, Stanovic, Moric and Pekovics (2013:64) describe communication as a two-way interaction between an organisation and customers. Communication can take the form of verbal interaction (such as face-to-face contact) or modern technology (such as through the organisation's website). Within the guesthouse context, guests might appreciate an organisation that is informative and provides enough information about its service offerings. Guesthouse managers may enhance their involvement with guests through the provision of a two way mode of communication (e.g. telephone, social networks such as whatsapp interaction, or through the organisation's website). Ideally such a mode of communication should be effective, quick, easily accessible, and cost effective (Bonnet *et al.* 2007:352).

3.5.3.4 Previous research

Many studies have found a close relation between involvement and the quality of the experience. For example, in Otto and Ritchie's (1996:171) study on service experience in tourism, the authors report that involvement positively influences experience quality. Chen and Chen (2010:33) also confirm that involvement influences experience quality. Swinyard (1993:275) found that involving customers in creating positive experiences improves the

individual's affective feelings when evaluating an experience, and impacts positively on customers' evaluations of quality. Pine and Gilmore (1999:5) found that when individuals find themselves engrossed in an activity, they are more likely to have a memorable experience.

Based on the above findings, it is expected that involvement will influence experience quality in a guesthouses context. Such involvement activities might also impact the long-term attitude of the guests towards the guesthouse activities. These attitudes, in turn, influence an individual's behaviour overtime. Studies have reported that individuals with different levels of involvement (e.g. low or high) demonstrate divergent tourism behaviours, such as information seeking, decision making, and experience sharing (Park & Kim 2010:55; Zalatan 1998:892). Some individuals even adjust their lifestyle, such as travelling and spending more, to become involved in tourism-related activities. Therefore, tourism involvement has enduring rather than short-term effects on tourists (Havitz & Mannell 2005:172). In general, positive effects of guests' involvement within the guesthouse context might result in positive behavioural attitudes such as satisfaction and behavioural intentions.

To summarise, in a guesthouse context, 'involvement' could include activities that engage guests in actively participating in what the guesthouse has to offer (e.g. self-entertaining), offering guests a choice of services (e.g. providing a variety of breakfast food), ensuring guests are provided with some kind of education, such as information concerning the guesthouse services (e.g. security measures, use of internet services within the guesthouse, and other activities on offer).

3.5.4 Recognition

The final dimension of experience quality proposed for this study is recognition. Recognition is described as being associated with feeling

important, confident, and being taken seriously at all times (Chen & Chen 2010:30; Otto & Ritchie 1996:170). Conventionally, the desire for recognition is one of the deepest human needs as it creates a positive feeling, lasting for a long time (Maslow 1954:17).

Giving recognition is therefore one of the most powerful means of rewarding effort, providing a sense of belonging and building loyalty. Recognition has both a normative and a psychological dimension (Maslow 1954:17). When a person is recognised by another person with regard to a certain feature (e.g. a loyal customer), it implies the person is noticed and appreciated for his/her loyalty to the organisation. Such recognition would mean that the organisation has an obligation to treat the person in a certain way, that is, recognise a specific normative status of the other person (e.g. as a free and equal person). But recognition does not only matter normatively. It is also of psychological importance. Most theories of recognition assume that in order to develop a practical identity, persons fundamentally depend on the feedback of other subjects (and of society as a whole). According to this view, persons who fail to experience adequate recognition according to their status in the society, end up discontinuing their loyalty or patronage to an organisation (Maslow 1954:18). Within the hospitality context, it is expected that guesthouses strive to position their activities to a level that is acceptable by the society (e.g. engaging in developmental projects that will result in improving the livelihood of the society). This might improve how the society perceives the guesthouse and the customers. In addition, guests should be treated with respect and importance.

In modern businesses, customers feel excited, proud, and elevated when they are treated as a valued member of the organisation (Otto & Ritchie 1996:171). Customers feel satisfied when employees recognise their presence at all times, take them seriously, and regard them as important in the organisation (Otto & Ritchie 1996:171). According to Telfer (2000:35), hospitable employee behaviour should be genuine and one that pleases and

cares for guests. Employees' attitudes play an important role in this regard. Therefore, the quality of interactions between employees and guests, as well as the atmosphere created by the hospitality setting, may influence customer satisfaction (Lashley 2008:82).

3.5.4.1 Drivers of recognition

Two key factors can drive recognition. These are "social value or self concept" and employees' attitudes. Sheth *et al.* (1991:160) define social value as the satisfaction obtained from association with a particular item, object, or group such as an organisation. A typical example of social value could be staying only at five star hotels because of its social value, prestige, or image, or because such hotels are associated with a certain class of people. Guests may also choose a particular accommodation because it provides sophisticated experiences (Walls 2013:189).

The importance of recognition has been documented in past research studies. For example, Otto and Ritchie's (1996:170) study on the service experience in tourism found that recognition influences the experience of service quality. Similarly, Chen and Chen's (2010:33) study on heritage tourism found that recognition influences experience quality and satisfaction.

The discussion in this section thus suggests that customers should feel they are important and that the organisation genuinely appreciates their patronage. Within the guesthouse context, recognition of a guest can be achieved in different forms. First, is the ability of the guesthouse manager and employees to show *respect* to all guests irrespective of culture, race, and personality. Guests should be treated equally with high professionalism. Similarly, recognising guests should not only be about respecting them but should also involve setting and maintaining a certain level of service standard for the guesthouse. Guests visiting the guesthouse may have high expectations regarding the quality of their experience. Customer

expectations are the beliefs about service delivery that serve as the benchmarks or standards against which the actual performance is evaluated (Zeithaml, Bitner & Gremler 2006:23). Guesthouse managers should endeavour to meet such expectations. If the quality of the service falls below expectation, this may result in customer dissatisfaction.

Guesthouses should also be *socially acceptable* in terms of customer service, pricing, after sales services and positive human relations. This can improve how people perceive the guesthouse.

Based on the above discussions of experience quality and its dimensions, the following proposition is made for the study:

P1: Experience quality comprises hedonics, peace of mind, involvement, and recognition.

3.6 SUMMARY AND CONCLUDING REMARKS

This chapter has examined experience quality. It is important to note that while the value of service quality models, such as Grönroos's model on service quality, SERVQUAL, and the systems approach is recognised, these models are insufficient in eliciting customers' inner experiences, as these models do not address the affective and holistic factors that lead to quality of the overall service experience from the perspective of the customer (Fick & Ritchie 1991:2-9).

Chen and Chen (2010:34) emphasise that customers are more concerned with quality experiences than with the services that are provided. When applying the ideas on experience quality as found in the literature to guesthouses, it implies a focus on four tenets, namely hedonics, peace of mind, involvement, and recognition. Management should therefore provide a pleasant experience, ensure happiness, and enable guests to do what they

really like to do. The guesthouse environment should also be safe and provide guests with peace of mind. Guests should also be involved in the guesthouse activities by participating in the services on offer, doing something interesting, and learning something new. Furthermore, management should regularly communicate with guests. Finally, it is important to create a positive image for the guesthouse that is socially acceptable, reliable, and of a high standard. Guests should also be respected and be made to feel very important at all times.

Similar to the progression of quality to experience quality, a movement from perceived value to experience value also exists. This aspect of customer experience has dominated research in the 21st century. The next chapter will explore the concept of experience value and attempt to delineate the construct so that it can be used within the guesthouse industry in Ghana.

CHAPTER 4

EXPERIENCE VALUE

4.1 INTRODUCTION

Chapter 1 explained the need to focus on delivering satisfying experiences. Services become increasingly commoditised at a time when contemporary consumers seek experiences which are engaging, compelling, and memorable (Lemke *et al.* 2011:846). Chapter 2 discussed experiences in more detail, and Chapter 3 explained experience quality. Chapter 4 deals with experience value.

The 21st century tourism and hospitality literature suggests that organisations should focus on the experience component of value, which, firstly, embodies a more symbolic meaning of consumption (Pongsakornrungruangsri & Schroeder 2011:305), secondly, focuses more profoundly on emotional aspects of the experience (Frochot & Batat 2013:66-67), and finally, emphasising the multi-dimensionality thereof (Frochot & Batat 2013:66-67). Within the scope of the current study, it can be argued that if managers of guesthouses in Ghana do not know how their guests perceive their experience at the guesthouses, they might make costly mistakes, for example, focusing their resources on aspects already providing value instead of those elements perceived as providing little value.

This chapter is dedicated to responding to the third section of objective 1 of the current study, which is to study the literature on experience value to provide an understanding, and application thereof, within the guesthouse industry. This chapter is structured as follows: First, the concept of value is explained from a general perspective. Thereafter, the concept of *experience value* is explored and selected dimensions of experience value are discussed. Finally, a summary of the chapter and concluding remarks are provided.

4.2 CONCEPTUALISATION OF VALUE

Consumer perceived value is dynamic and complex. Consumers may perceive value differently because of cultural idiosyncrasies, preferences, knowledge levels and past experience with a product or service. In addition, value may be experienced before purchase, at the moment of purchase, at the time of use, and after use (Sánchez *et al.* 2009:395; Zeithaml *et al.* 2013:15).

Value has also been described in terms of the benefits and sacrifices made by the consumer. According to Zeithaml *et al.* (2013:15), consumers following the benefits/sacrifice approach tend to define value in four ways. For some consumers value is synonymous with low price and what they have to sacrifice in monetary terms. Others tend to equate value with the benefits they receive from the product or service, implying that price is less important than the quality or features that match what the consumer wants. Some consumers regard value as a trade-off between the price they pay and the quality they receive, while others view value as the benefits they receive and the sacrifices they make in terms of money, time, and effort (Zeithaml *et al.* 2013:15). The above approaches to considering consumer value focus on the "utilitarian" aspects of products or services, and a trade-off between functional utility and price paid (Frochot & Batat 2013:66). Studies on tourism and hospitality portray a different understanding, suggesting that consumer value has changed from functional and financial interest to a more symbolic meaning of consumption (Pongsakornrungrasri & Schroeder 2011:319).

It follows from the descriptions in the foregoing paragraphs that value is a multi-dimensional construct which includes, but also extends beyond, the functional properties of a service. In this line of thought, different studies have produced pragmatic typologies of classifying value. Some typical examples include the study conducted by Sheth *et al.* (1991:159), who identified five types of consumption values: functional (utilitarian and physical performance), social (association with social groups), emotional

(feelings and affective states aroused from the experience), epistemic (curiosity, novelty, desire for knowledge) and conditional value. Petrick (2002:131) structured value into five types: behavioural, monetary, emotional response, quality, and reputation. Lai (1995:381) produced another classification of value which involves several categories: functional (utilitarian performance), social (associations between the product and a social class), affective (product's capacity to elicit feelings), epistemic (knowledge desired and curiosity), conditional (capacity to adapt to the situation constraints), hedonic (pleasure), esthetical (beauty and personal expression), and holistic (coherence of the product with other products purchased) value. Despite the variety, these studies seem to have three types of basic values in common, namely, functional, affective, and social value. *Functional* value refers to the utility derived from the functional, utilitarian, or physical performance of using a service (Sheth *et al.* 1991:159; Sánchez *et al.* 2009:425; Sweeney & Soutar 2001:203). The functional aspect captures the core of the consumer experience. The second type of basic value relates to the *affective* response and encompasses the feelings and emotions generated by the service. The type of emotion ranges from security, to excitement, anger, or fear (Sheth *et al.* 1991:166). Social value, the third basic value type, is described as the possibility of enhancing social self-concept and increasing social contacts with outsiders as much as with family and friends (Frochot & Batat 2013:67-68).

Lemke *et al.* (2011:846) report that value may be perceived as any part of the customer experience journey spanning contact with the organisation before, during, and even after the experience. The organisation's role is to "deliver a value proposition rather than to deliver value, which is co-created when the customer uses the firm's products and services" (Lemke *et al.* 2011:846).

The conceptualisation and classification of value is made even more complex because the perception of value may differ from one business sector to

another. For example, in the retail sector, Cachon and Swinney (2011:778) investigate customers' perceived value in a fashion clothing store, and conclude that an organisation's ability to respond promptly to customers' demands and creating enhanced design, influences customer perceived value. With respect to the hospitality sector, Nasution and Mavondo (2008:211) suggest that customer value derives from the organisation's reputation for quality, value for money, and prestige.

Frochot and Batat (2013:67) posit that value is multi-dimensional and that, if the utility aspect has been well researched, it is important that other dimensions, especially *experience value*, be explored. The next section will discuss the literature on experience value.

4.3 EXPERIENCE VALUE

Experience value has been conceptualised from different perspectives. Holbrook (2006:716) asserts that the "nature of value is interactive and, whilst it is collectively produced, it is subjectively experienced". Holbrook (2006:716) furthermore posits that value can be extrinsically or intrinsically motivated. On the one hand extrinsic motivation captures the external objectives, which are associated with task completion. The intrinsic motivation, on the other hand, is an inherent experience in which the consumption experience is valued for itself, for what it can do. For example, extrinsic value involves more than whether an automobile vehicle starts and drives perfectly, or the degree to which an internet service provider stays up and running. Rather, it encompasses the entire customer experience with the organisation. Within the hospitality industry, helpful employees might influence the inherent experience of the guest. Besides intrinsic and extrinsic values, customers also form their own experience regarding value when they are engaged in an interactive way, based on their prior experience (Helkkula, Kelleher & Pihlström 2012:555).

If value is seen as being interactive (Holbrook 2006:716), experience value can be understood as resulting from the co-creation of an experience (Prahalad & Ramaswamy 2004:8). Co-creation is about “joint creation of value by the company and the customer. It is not the firm trying to please the customer; it allows the customer to co-construct the service experience to suit his or her context” (Prahalad & Ramaswamy 2004:8) and using the organisation’s offerings to help create the experience (Lemke *et al.* 2011: 846-847). This suggests that, whereas the organisation has a responsibility to fulfil in ensuring that the customer experiences value, the customer has the same role to play – perhaps to an even greater extent than the organisation in constructing his/her own experience of value.

The discussion on co-creation of value has attracted attention from many researchers (e.g. Grönroos & Helle 2010:564; Prebensen, Vittersø & Dahl 2013:241). Grönroos and Helle (2010:564) examined the conceptual foundation of co-creation of value, and established that customers are not always co-creators of value, but rather “under certain circumstances the service provider gets opportunities to co-create value together with its customers”. In their article, they argue that in a service situation customers do not actively strive to create value, but rather that value originates from the use of the service. Prebensen *et al.* (2013:255) acknowledge the important role of the co-creation of value. These authors indicate that businesses interested in providing highly valued tourist experiences would benefit from involving tourists to a greater extent in the co-creation of experiences, focusing particularly on tourists’ self-identity (e.g. lifestyle and personality) and attraction values (e.g. unique environment).

Co-creation of value is built on four principles, namely: creating a good dialogue with the customer, ensuring that there is complete transparency in all business dealings with the customer, creating an atmosphere where customers can have access to information or functional facilities, and

creating benefit opportunities for the customer (Prahalad & Ramaswamy 2004:10).

Creating a *good dialogue* with the customer would involve establishing good interactive communication at every stage of the customer experience (Prahalad & Ramaswamy 2004:10). The customer should be allowed to exercise his/her opinion regarding the experience obtained. The organisation has an equal responsibility to welcome those opinions and assure customers of improved service in the future. *Transparency* involves fairness and being open to customers (Prahalad & Ramaswamy 2004:10). Every organisation has a responsibility to inform customers about the truth regarding their services. Similarly, customers should be in a position to tell the truth about their experiences to the organisation. The organisation's *atmosphere* represents the third principle of co-creation of customer experiences, and refers to the environment in which the customer interacts with the organisation (Prahalad & Ramaswamy 2004:10). Atmospherics is extensively explained in Section 4.4.1. The final principle captures the benefits the customer derives from the use of a service, such as the feeling of value for money.

In summing up the rationale behind co-creation of value, Prahalad and Ramaswamy (2004:10) assert that "co-creation puts the spotlight squarely on customer-organisation interactions as the locus of value creation".

It was pointed out in Chapter 1 that guesthouses in Ghana have problems relating to poor interactions with customers' and they do not place adequate emphasis on providing value (Mensah 2006:429). It is therefore important that guesthouse managers understand experience value, as such understanding might help them provide their customers with satisfactory experiences. Section 4.4 explains the dimensions of experience value.

4.4 DIMENSIONS OF EXPERIENCE VALUE

The literature review shows that no consensus has been reached on what exactly the dimensions of experience value are. Table 4.1 lists 30 dimensions of experience value that have been identified in the literature. The table is structured as follows: the first column contains the experience value dimensions, the second column shows the research focus where the dimensions were examined (context), and the final column specifies the authors involved in the research.

An inspection of Table 4.1 shows evidence that a uniform classification of the dimensions of experience value has not yet been reached. Secondly, a number of the dimensions are common to different studies but termed differently (e.g. customer return on investment versus economic value; playfulness versus entertainment; and visual appeal versus esthetics and attractiveness).

TABLE 4.1

DIMENSIONS OF EXPERIENCE VALUE

| Dimensions | Context | Source |
|-------------------------------|---------------------------------|-------------------------------|
| Attractiveness | International flora expositions | Lin, Yeh, and Hsu (2014) |
| Enjoyment | International flora expositions | Lin, Yeh, and Hsu (2014) |
| Excitement | International flora expositions | Lin, Yeh, and Hsu (2014) |
| Pleasantness | International flora expositions | Lin, Yeh, and Hsu (2014) |
| Relaxation | International flora expositions | Lin, Yeh, and Hsu (2014) |
| Playfulness | Internet and catalogue shopping | Mathwick <i>et al.</i> (2001) |
| Esthetics | Internet and catalogue shopping | Mathwick <i>et al.</i> (2001) |
| Customer return on investment | Internet and catalogue shopping | Mathwick <i>et al.</i> (2001) |
| Service excellence | Internet and catalogue shopping | Mathwick <i>et al.</i> (2001) |
| Efficiency | Internet and catalogue shopping | Mathwick <i>et al.</i> (2002) |
| Economic value | Internet and catalogue shopping | Mathwick <i>et al.</i> (2002) |
| Shopping enjoyment | Internet and catalogue shopping | Mathwick <i>et al.</i> (2002) |

TABLE 4.1

DIMENSIONS OF EXPERIENCE VALUE (CONTINUED)

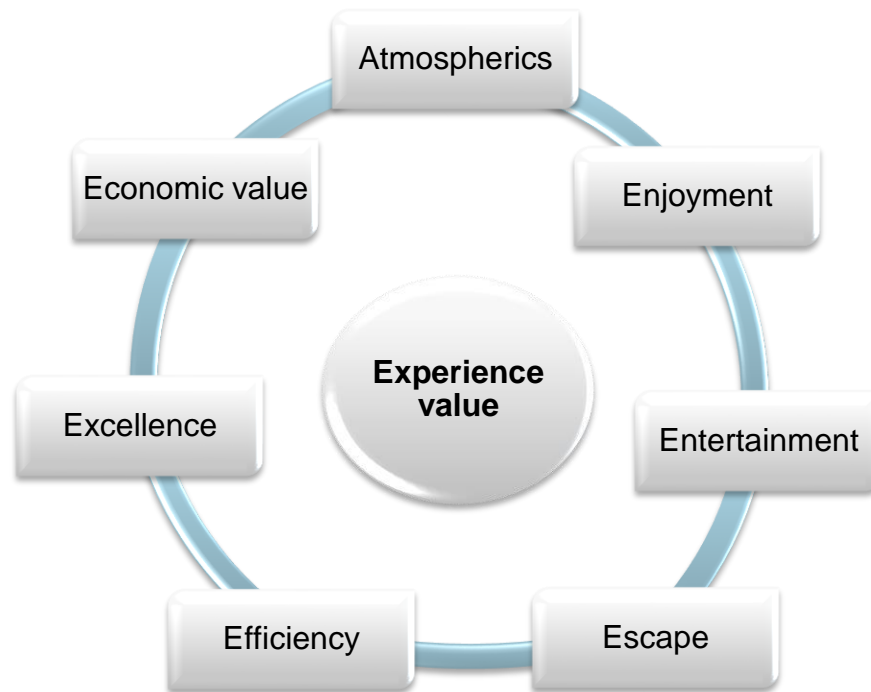
| Dimensions | Context | Source |
|--------------------------------|---------------------------------|----------------------------------|
| Visual appeal | Internet and catalogue shopping | Mathwick <i>et al.</i> (2002) |
| Entertainment | Internet and catalogue shopping | Mathwick <i>et al.</i> (2002) |
| Excellence | Internet and catalogue shopping | Mathwick <i>et al.</i> (2002) |
| Education | Experience economy | Pine and Gilmore (1998) |
| Escape | Experience economy | Pine and Gilmore (1998) |
| Esthetics | Experience economy | Pine and Gilmore (1998) |
| Entertainment | Experience economy | Pine and Gilmore (1998) |
| Motivation | On-site trip | Prebensen, Woo, and Uysal (2014) |
| Involvement | On-site trip | Prebensen <i>et al.</i> (2014) |
| Tourist knowledge | On-site trip | Prebensen <i>et al.</i> (2014) |
| Restaurant environment | Luxury-hotel restaurant | Wu and Liang (2009) |
| Personal performance | Luxury-hotel restaurant | Wu and Liang (2009) |
| Customer interaction | Luxury-hotel restaurant | Wu and Liang (2009) |
| Esthetics | Casino hotels | Zhang <i>et al.</i> (2009) |
| Entertainment | Casino hotels | Zhang <i>et al.</i> (2009) |
| Efficiency | Casino hotels | Zhang <i>et al.</i> (2009) |
| Service excellence | Casino hotels | Zhang <i>et al.</i> (2009) |
| Social interaction/recognition | Casino hotels | Zhang <i>et al.</i> (2009) |

Source: Own construction

As explained in Section 1.4.2, seven experience value constructs were proposed for the current study. These are based on *value research* by Mathwick *et al.* (2002:51) and the *experience dimensions* suggested by Pine and Gilmore (1998:97). These dimensions are Atmospheric (esthetics, visual appeal), Enjoyment (internal joy), Entertainment (playfulness, fun), Escape, Efficiency, Excellence, and Economic value. These seven dimensions were chosen for the reasons as explained in Chapter 1. The proposed seven dimensions are summarised in Figure 4.1 and discussed in Sections 4.4.1 to 4.4.7.

FIGURE 4.1

PROPOSED DIMENSIONS OF EXPERIENCE VALUE



Source: Own construction

4.4.1 Atmospherics

The first proposed dimension of experience value is *atmospherics*. For the purpose of this study atmospherics include visual appeal and esthetics. Holbrook (1994:21) notes that visual appeal is driven by factors such as design, physical attractiveness, and elegance of the setting. Atmospherics may also be represented by the physical environment consisting of all the “non-living features and/or creatures that are present during the service encounters” (Ullar & Islam 2011:139). These include ambience conditions; spatial layout and functionality; and signs, symbols, and artefacts (Bitner 1992:65). These three dimensions contributing to atmospherics, and how they relate to the current study, are now discussed in more detail.

4.4.1.1 Ambience

The first component of the physical environment or atmospherics is ambience. Ambient conditions at a destination include noise, music, temperature, lighting, and scent (Simpeh, Nasiru & Tawiah 2011:120). In the mid 1980's, a number of authors (e.g. Berry & Parasuraman 1988:1-15; Sundstrom & Sundstrom 1986:25-35; Winneman 1982:271-298) confirmed that ambient conditions affect customers' perceptions and their responses to the environment. Even after 30 years ambience is still important, as was shown by Simpeh *et al.* (2011:129), as well as Slåtten, Mehmetoglu, Swensson, and Sværi (2009:721). These authors found that ambient conditions affect the five human senses and may have significant effects on those who spend several hours in the environment.

In the hospitality sector, guests consider music and noise as components affecting the evaluation of their experiences (Simpeh *et al.* 2011:121). Music can either have a negative or positive impact on consumer behaviour. For example, Simpeh *et al.* (2011:129) found that playing classical music at an acceptable level may have a significant impact on the individual's perception about the organisation. Hui, Dube, and Chebat (1997:87) carried out a study on the impact of music on consumers' reactions to waiting for services, and found that music can be used as an effective tool to minimise the negative consequences of waiting in any service operation.

However, generating too much sound may reduce concentration, and create irritability and tension. Loudness is perceived as negative stimulation, especially when the sound is unexpected or is subjectively perceived as undesirable (Slåtten *et al.* 2009:726).

Other important aspects of ambience include temperature and lighting. The temperature may be unpleasant if not adequately controlled. An environment that is considered too hot or cold can produce negative emotional states in

customers (Slåtten *et al.* 2009:726). The type of lighting in an environment influences the perceptions of form, colour, texture, and enclosure (Ching 1996:68).

Mood and attitude are recognised as further factors that affect an individual's perception and behaviour (Bone & Ellen 1999:243). In addition to music, temperature, and lighting scent or odour could also affect a consumer's mood or perception of the environment (Bone & Ellen 1999:243). An unpleasant odour may have a negative impact on customers' perceptions of services and their subsequent intention to recommend the organisation to others.

4.4.1.2 Spatial layout and functionality

The second component forming part of atmospherics relates to spatial layout and functionality. On the one hand, spatial layout refers to the arrangement, size, and shape of machinery, equipment, and furnishings, as well as the spatial relationships among these. On the other hand, functionality refers to the ability of the equipment in the organisation to enhance performance (Simeh *et al.* 2011:121).

The literature study indicates that little empirical research has been done on the effect of spatial layout and functionality in the guesthouse. Notwithstanding this, common logic suggests that spatial layout and functionality could make an important contribution to shaping a memorable customer experience. Similarly, if the tasks to be performed are complicated, efficiency of layout and functionality will be more important than when the tasks are simple. When either the employees or customers are under time constraints, they will also be highly conscious of the relative ease with which they can perform their tasks in the environment (such as preparing their own breakfast) (Simeh *et al.* 2011:126).

The furnishing of the environment, as well as the furniture placement may convey a sense of enclosure, define spatial movement and communicate visible or invisible boundaries. Such placement may even impact the opportunity for co-creation of an experience. Layout accessibility refers to the way in which furnishings and equipment, service areas, and passageways are arranged, and the spatial relationships among these elements (Bitner 1992:60). This is likely to also be the case with guesthouses.

Facility esthetics, which impact spatial layout and functionality, include a function of architectural design, along with interior design and decor, all of which contribute to the attractiveness of the physical environment (Wakefield & Blodgett 1994:68). For example, seating comfort in a guesthouse is affected by both the physical chairs and tables in the lounge area and dining room, and by the space between the seating arrangements. Some chairs may be comfortable or uncomfortable because of their design, condition, and proximity to other seats. Customers may be physically and psychologically uncomfortable if they are forced to sit too close to others (Wakefield & Blodgett 1994:69).

4.4.1.3 Signs, symbols, and artefacts

Signs, symbols, and artefacts may also contribute to atmospherics. Signs can be displayed to enhance communication with the customer. Holttinen (2014:107) notes that signs can serve different purposes. They can be used as labels (as in the name of the organisation), for directional purposes (such as at entrances and exits), and to communicate rules of behaviour (for example, no smoking, children must be accompanied by an adult).

Signage can also play an important part in communicating an organisation's image. Signs can be used to inform customers about the meanings of the value propositions that are desirable and acceptable. Moreover, signs can be used to guide and explain how offerings are used. In some studies, signs

have been found to reduce perceived crowding and stress (Wenner & Kaminoff 1982:38). In the context of a guesthouse, it can be suggested that physical facilities, such as quality of materials used in the building, artwork displayed, presence of certificates and photographs on walls, and personal objects displayed can function as signs and so have the potential to enhance the customers' experience of value.

4.4.2 Enjoyment

The second proposed dimension of experience value is *enjoyment*. The term enjoyment can be defined from different perspectives. From a general point of view, enjoyment is an emotional experience that leads to a joyful feeling. This emotional feeling sometimes emanates from the satisfaction of a physical need after receiving the unexpected (Abuhamdeh & Csikszentmihalyi 2012:258) or simply having had a good time (See-To, Papagiannidis & Cho 2012:1486). In a guesthouse context enjoyment might generally result from a guest having a 'special time'. Offerings such as excellent food, interesting menus, swimming pools, spa and other facilities, unexpected treats (e.g. free welcoming drinks), and exceptionally friendly service might contribute to a special time and enjoyment.

Prior research indicates several drivers of customers' enjoyment. For example, in the retail sector, Wong, Osman, Jamaluddin, and Yin-Fah (2012:240-241) conducted a study on predictors of shopping enjoyment among Malaysian youth. The authors found that anticipated utility and enhancement attributes influence shopping enjoyment. Anticipated utility is an internal shopping motive aimed at obtaining necessary goods and services as well as achieving hedonic benefits (Wong *et al.* 2012:240). Examples of internal shopping motives include escaping from usual and everyday activities, and exploring new products. The term "enhancement attributes" captures external factors influencing the shopping environment. Enhancement attributes also encompass the introduction of creative activities

that can yield positive effects on extrinsic motivations (Lin *et al.* 2012:854). When anticipated utility is applied to the guesthouse context, it is likely to refer to the accommodation service. Enhancement attributes might include exceptional services such as welcoming gifts.

Another antecedent of enjoyment involves active engagement in an activity (Lin *et al.* 2012:847). See-To *et al.* (2012:1486) refer to engagement as an experience state when a person is psychologically and emotionally engrossed in an activity. Engagement is an important prerequisite to the achievement of both enjoyment and satisfaction (Lin *et al.* 2012:847; See-To *et al.* 2012:1486).

Past research findings (e.g. Calver & Page 2013:23; Leischnig, Schwertfeger & Geigenmüller 2011:219; See-To *et al.* 2012:1491) indicate that enjoyment has an influence on experience value, and impacts customer satisfaction and retention. This suggests that, in a guesthouse context, guests experience of enjoyment would influence their satisfaction and desire to return to the organisation. This notion was investigated in the research and the results are in Chapter 7.

4.4.3 Entertainment

Entertainment is proposed as a further dimension of experience value. Pine and Gilmore (1998:98) consider entertainment to be a platform where organisations can engage and delight the customer. Hosany and Witham (2010:354) describe entertainment as an experience characterised by the passive involvement of the individual.

Entertainment remains an important factor that contributes to customer satisfaction and improvement in revenue (Suh & West 2010:570; Tang 2008:48; Teng & Chang 2013:172; Wu & Liang 2009:592). Within the hospitality sector, Suh and West (2010:571) examine the impact of

entertainment on organisations' revenue and find that there is a positive relationship between the two. In a study conducted by Tang (2008:48), the author confirms that enjoyment is experienced through entertainment. This implies that positive emotions, such as fun and pleasure, can be achieved if entertainment cues are present. Hosany and Witham (2010:361) support this view and recommend that entertainment should be prioritised in the context of cruisers' experiences. To further understand the impact of entertainment on value and satisfaction, Zhang *et al.* (2009:88) investigate the impact of entertainment on attitude and behaviour at a casino hotel. The authors note that visitors to the hotel were expecting high levels of entertainment. In their view, casino owners should shift their focus from casino oriented operations to those that provide entertainment.

Examples of activities that can create entertainment in the tourism and hospitality sector include dining and socialising with friends and family, watching movies, visiting video arcades, variety and fashion shows, or visiting bridal fairs. Within guesthouse establishments, entertainment might include activities that provide the guest with opportunities to have fun and help prevent boredom, such as a high definition (HD) television in all rooms and public spaces, competitions, and performances by music artists.

4.4.4 Escape

The fourth dimension of experience value suggested for this study is *escape*. An escapist experience allows a person to change his/her situation from unpleasant or boring, to exciting and enjoyable (Mehmetoglu & Engen 2011:245). Abuhamdeh and Csikszentmihalyi (2012:258) define 'escape' as activities that enable an individual to be completely absorbed in an experience, to the point of forgetting oneself. Hosany and Witham (2010:354) posit that escapist experiences are highly immersive and that a person can therefore achieve escape when s/he is actively involved in creating the experience.

Tourism and leisure activities provide a number of different escapist experiences ranging from guided tours, free walks, opportunities to attend an event, and wine and food tastings (Capitello, Agnoli & Begalli 2013:62) to sky diving, roller coaster rides, and aqua-parks (Frochot & Batat 2013:31). Escapist experiences in guesthouses should ideally provide guests with opportunities to completely forget about daily routine activities while staying at the guesthouse. Such activities might include competitions where there is an allocated area for fishing, or mini games (such as crossword marking). Escapist experiences in the guesthouse should also allow guests to feel relaxed, absorbed and engrossed in the activities provided by the guesthouse.

4.4.5 Efficiency

The fifth proposed dimension of experience value is *efficiency*. From a general perspective, 'efficiency' may be defined as the process of completing a task quickly and without wasting energy, time, and materials. Holbrook (1999:18) simplifies the meaning of efficiency as the ratio of outputs to inputs. This implies that a customer's perception of efficiency can be evaluated in terms of what s/he obtains (such as goods and services) relative to what s/he has sacrificed (such as money, time and effort). Although, efficiency may be achieved through different factors, a number of authors (e.g. Holbrook 1994:15; Sánchez-Fernández & Iniesta-Bonillo 2009:427; Zeithaml 1988:2) have emphasised the time and monetary component in assessing the concept of efficiency.

Noting the basic elements of efficiency (such as time and price), as provided in the definition above, it may be important to also recognise employees as important role players necessary in achieving efficiency (Wu & Liang 2009:591). Milfelner, Snoj and Korda (2011:607) found that quality of employees encompasses friendliness, trustworthiness, empathy, and willingness to help guests. Kin, So, and Grace (2013:178) found that an

employee's attitude and behaviour have a strong influence on customers' attitudes towards an organisation. Karatepe (2013:138) holds that hoteliers should ensure that employees are provided with continuous programmes that will help improve their technical and behavioural skills in delivering effective services to the customer. In a guesthouse setting, quality of employees might be crucial because most customers form their experiences on the basis of how employees react to them and perform their duties.

4.4.6 Excellence

The sixth dimension of experience value proposed for the current study is *excellence*. Similar to efficiency, excellence primarily relates to service delivery. Holbrook (1999:14) describes excellence as the customers' satisfaction that a product or experience has achieved an intended purpose. In a similar vein, Mathwick *et al.* (2001:42) describe service excellence as a "generalized consumer appreciation of a service provider to deliver on its promises through demonstrated expertise and task-related performance". This implies that excellence reflects product performance and how the consumer appreciates the services provided by the supplier. Johnston (2007:33) categorises the antecedents of service excellence into four types, namely: rendering promises to customers, adding a personal touch or feeling to service delivery, going the extra mile to delight the customer, and responding quickly and appropriately in the case of a service failure.

From a different perspective, Rust and Oliver (2000:89) refer to service excellence as an extraordinary satisfaction created through the rendering of an unexpected and surprising service experience. This notion is supported by Wu and Liang (2009:592) and Mathwick *et al.* (2001:54) who found that service excellence impacts significantly on customers' perceptions of experience value.

To ensure excellence in guesthouses in Ghana, it might be necessary to train employees well. This is important taking into account that poor service quality (Appaw-Agbola & AfenyoDehlor 2011:123) and insufficiently skilled employees in hospitality establishments were identified as major challenges in the tourism industry in Ghana (see Sections 1.1 and 1.2). For example, actions directed towards guests, such as rude behaviour, might easily change the perception of the guest regarding service provision. Similarly, the ability of the guesthouse to offer reliable and consistently good service, and ensuring that everything (for example bedroom, meal, and bill) that is needed by the guest is ready on time, might contribute to the perception of excellence.

4.4.7 Economic value

Economic value represents the final dimension of experience value proposed for the current study. Sánchez-Fernández and Iniesta-Bonillo (2009:426) conceptualise economic value as a bi-dimensional construct consisting of efficiency and quality. Economic value refers to the customer's assessment of a comparison between monetary and non-monetary or behavioural prices (Puustinen, Maas & Karjaluoto 2013:41). A monetary price captures the price the customer paid for the product or service received, while non-monetary prices refer to the consumer sacrifices in terms of time and travel cost to obtain the offering (Grewal, Monroe & Krishman 1998:57). Price plays an important role in customers' perceptions of service. Most customers believe that higher prices represent better quality while a lower price might make customers perceive the service to be below standard (Ugboma, Ibe & Ogwude 2004:487). From a different perspective, Shobeiri (2011:26) posits that economic value implies the satisfaction and perceived affordability of the service received.

From the preceding discussion, economic value can be summarised as the customers' assessment of the value of what s/he has received when

compared to the price paid. Consequently, a customer may expect that there should be good value for money. Sánchez-Fernández and Iniesta-Bonillo (2009:431) recommend that establishing customer perceptions of good economic value will create a positive value judgement and satisfaction. Within the hospitality sector, guests might appreciate a guesthouse that is reasonably priced, offers good value for money, offers reliable service and ensures everything that the guest might need is provided on time.

In the light of the above discussions, the following proposition is made for the study.

P2: Experience value comprises atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value.

4.5 SUMMARY AND CONCLUDING REMARKS

In this chapter, the literature on value was reviewed. Value is a controversial concept because of its different interpretations. It was also established that the earlier approach to consumer value, where the 'utilitarian' aspects of a product or service forms the basic element of consumer satisfaction, is no longer enough to achieve customer satisfaction. As Frochot and Bataat (2013:67) put it, consumers nowadays require both hedonic and utilitarian aspects of a product or service. Therefore, consumers are more concerned about affective values than utilitarian values. This chapter also explored the dimensions of experience value. Seven dimensions of experience value were identified and postulated for the present study. These include atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value. Finally, the literature review also showed that both consumer value and experience value have a positive impact on customer satisfaction and, therefore, that every effort must be made to ensure that customers are satisfied. The next chapter will discuss literature on customer satisfaction.

CHAPTER 5

CUSTOMER SATISFACTION

5.1 INTRODUCTION

The preceding chapters rendered a discussion on experience quality (Chapter 3) and experience value (Chapter 4). The current chapter focuses on customer satisfaction. Frochhot and Batat (2013:45) hold that in the present business environment, customers are in search of experiences that will yield customer satisfaction. Hospitality management thus has to focus specific attention on measuring guests' satisfaction. A better understanding of guests' satisfaction levels could help them improve service performance, enhance their competitive position, and gain profitability (Huang & Sarigöllü 2008:942).

This chapter aims to respond to the second objective of this study, which is to examine the literature on customer satisfaction and its measurement to provide an understanding thereof, with a view of its application within the guesthouse industry. In this chapter, the concept of customer satisfaction will be defined, followed by a discussion of antecedents of customer satisfaction. Thereafter, the chapter will explore methods of measuring customer satisfaction, the consequences of satisfaction, and provide summary or concluding remarks on the major findings of the chapter.

5.2 THE CONCEPT OF CUSTOMER SATISFACTION

The concept of customer satisfaction has attracted much interest in the literature (Chiappa, Andreu & Gallarza 2014:420; Forozia, Zadeh & Gilani 2013:4329). However, a unified definition is still lacking. Table 5.1 shows a summary of how customer satisfaction has been conceptualised by various authors. The first column of Table 5.1 indicates the authors of the study, and the second column provides their description of the concept of customer

satisfaction. The third column reflects an interpretation of the focus of the description.

TABLE 5.1

CONCEPTUALISATION OF CUSTOMER SATISFACTION

| Author | Concept of customer satisfaction | Interpretation |
|---------------------------------------|--|---|
| Anderson and Srinivasan (2003:124) | Satisfaction reflects the contentment of the consumer with reference to his/her previous purchase experiences. | Fulfilment of a need, contentment |
| Arnould, Price and Zinkhan (2002:617) | Satisfaction is a judgement of pleasurable levels of consumption-related fulfilment including levels of under-fulfilment or over-fulfilment. | Evaluative judgement, pleasure, over-fulfilment, under-fulfilment |
| Chen, C. F. (2007:1131) | Satisfaction refers to the customer's overall subjective post-consumption evaluation based on all encounters and experiences with a particular organisation. | Post-consumption, evaluative judgement, all encounters, all experiences |
| Chen, S. C. (2012:203) | Customer satisfaction is reflected in the customers' overall satisfaction with expectations and consumption experiences. | Overall evaluation |
| Gustafsson <i>et al.</i> (2005:210) | Customer satisfaction is the customer's overall assessment of how a product performs in terms of its ability to meet customer expectations. | Evaluation of performance, meet customer expectation |
| Kärnä (2004:68) | Customer satisfaction is a function of perceived quality and disconfirmation, and customers' comparison of the perceived performance of a product with some performance standard. Customers are satisfied when the perceived performance exceeds the standard. | Evaluation of performance, perceived quality, exceeding standards |
| Kotler and Keller (2009:789) | Satisfaction is a customer's feeling of pleasure that results from comparing a product or service's perceived performance or outcome with his/her expectations. | Affective response, indication of pleasure |
| Macintosh and Lockshin (1997:488) | Customer satisfaction is the customers' overall evaluation of the ... experience. | Overall evaluation, overall experience |

TABLE 5.1 (CONTINUED)

CONCEPTUALISATION OF CUSTOMER SATISFACTION

| Author | Concept of customer satisfaction | Interpretation |
|-------------------|--|--|
| Oliver (1997:13) | Customer satisfaction is a "judgement that a product or service provides a pleasurable level of consumption-related fulfilment, including levels of under-or over-fulfilment". | Fulfilment of a need, indication of pleasure |
| Oliver (1980:461) | Satisfaction is the consumer's response to the congruence between performance and a comparison standard. | Evaluation of performance, benchmark |
| Siddiqi (2011:18) | Customer satisfaction is influenced by the quality of service, product, and price as well as the situational and personal factors. | Evaluative judgement, variety of factors |

Source: Own construction

Most of the descriptions provided in Table 5.1 suggest that customer satisfaction emerges from a response as part of an evaluation process. Common themes that can be extracted from the descriptions include fulfilment response, affective response, overall evaluation, evaluative judgement, or evaluative response. This implies that customers' satisfaction result from the fulfilment of a need or the evaluation of a product, service or experience, or an organisation's performance.

Customer satisfaction can be defined from two perspectives, namely the cognitive and affective perspective. The cognitive school defines satisfaction as the customer's cognitive state influenced by his/her previous cognition, while the affective school views satisfaction as the customer's overall affective reaction to an offering (De Rojas & Camarero 2008:526). The need to incorporate cognitive with affective components in conceptualising customer satisfaction has been increasingly acknowledged in the literature (Williams & Soutar 2009:418).

Cognitive-based research into customer satisfaction has provided evidence that disconfirmation of expectancy is the key determinant of satisfaction (Hui, Wan & Ho 2007:966). Customer (dis)satisfaction is thus a function of the disconfirmation derived from discrepancies between prior expectations and actual performance. Higher performance relative to expectations will lead to satisfaction and vice versa (Hui *et al.* 2007:966).

Affective-based research into customer satisfaction has revealed that the inclusion of affect (the emotional side of consciousness as opposed to thinking) into the conceptualisation of satisfaction is extremely important in the case of services, given their experience and interactive nature (Wirtz, Mattilla & Tan 2000:347-365). Emotions consist of two interdependent components, namely pleasure and arousal. The pleasure-arousal interaction thus represents the affective character of satisfaction. Pleasure refers to the degree to which a customer feels good, joyful, or happy, while arousal relates to the extent to which a customer feels stimulated or active (Bigné *et al.* 2005:834). Arnould *et al.* (2002:633-634) highlight five emotional response modes associated with satisfaction. These are contentment, pleasure, delight, relief, and ambivalence.

The contentment response is a passive response, often given with respect to products or services consumers are not heavily involved in or do not think about much. Satisfaction often implies that performance is within expectations and thus disconfirmation is neutral (Arnould *et al.* 2002:634).

Satisfaction as pleasure implies happiness. Consumer expectations are confirmed (Arnould *et al.* 2002:634). Performance that evokes a combination of joy and surprise is termed delight (Arnould *et al.* 2002:634). According to Arnould *et al.* (2002:634), delight involves "either a positive disconfirmation of expectations or alternatively, a positive event or outcome that the customer did not have any expectations of", in other words, a pleasurable surprise.

A relief response refers to the removal of a negative state, which results in satisfaction (Arnould *et al.* 2002:634). Such a response may be the result of not having a negative expectation fulfilled (e.g. the staff will be unfriendly), or from the elimination of a negative state, such as a comfortable bed after a long journey. Satisfaction as ambivalence is the "simultaneous or sequential experience of multiple emotional states associated with acquisition or consumption processes" (Arnould *et al.* 2002:636). Consumers might sometimes experience mixed emotions in response to an organisation's performance.

Arnould *et al.* (2002:617) hold that it is a mistake to assume that the sum of the judgement of individual encounters adds up to the overall level of satisfaction. If bad service is followed by effective service recovery, customers may be more satisfied overall than if they had not had a bad experience in the first place.

Another approach to describing customer satisfaction is to differentiate between transaction-specific and overall satisfaction. Transaction-specific satisfaction relates to a specific service experience (Lam, Shankar & Murthy 2004:295), while overall satisfaction concerns past, present, and future performance as it considers a number of transactions over a period of time. With overall (dis)satisfaction, customers are more likely to evaluate the total service encounter, based on *all* previous encounters with the organisation or the overall delivery performance of the organisation (Jones & Suh 2000:148).

5.3 ANTECEDENTS OF CUSTOMER SATISFACTION

In addition to the role of expectations, satisfaction is also impacted by experience quality and experience value. A number of researchers (e.g. Chang & Horng 2010:2412; Chen & Chen 2010:33; Wu & Liang 2009:586) have examined the relationship between experience quality, experience value, and customer satisfaction. The effect of experience quality on

customer satisfaction is summarised in Table 5.2. The first column provides the authors of the various studies, the second column represents the experience quality dimensions investigated, and the third column shows the suggested relationship between experience quality and satisfaction.

TABLE 5.2

RELATIONSHIP BETWEEN EXPERIENCE QUALITY AND SATISFACTION

| Authors | Experience quality dimensions | Relationships with satisfaction |
|------------------------------|---|---------------------------------|
| Chang and Horng (2010:2412) | Physical surroundings, customers themselves, service provider, other customers, customers' companions | Direct effect |
| Chen and Chen (2010:33) | Involvement, peace of mind, education | Direct effect |
| Cole and Scott (2004:82) | Entertainment, education, community | Direct effect |
| Kao <i>et al.</i> (2008:172) | Immersion, surprise, participation, fun | Positive effect |

Source: Own construction

It is evident from Table 5.2 that experience quality, comprising various dimensions, has a direct effect on satisfaction. Furthermore, as evident in the literature, businesses strive to retain customers by creating value through implementing overall customer experience (Wang, Hsiao 2012:381-382; Smith & Wheeler 2002:43). Experience value also serves as an antecedent of customer satisfaction. Table 5.3 summarises the results of a number of studies that examined this relationship.

TABLE 5.3

RELATIONSHIP BETWEEN EXPERIENCE VALUE AND SATISFACTION

| Authors | Experience value dimensions | Relationships with satisfaction |
|--|--|---------------------------------|
| Prebensen <i>et al.</i> (2014:910) | Motivation, involvement and knowledge | Positive relationship |
| Sánchez-Fernández and Iniesta-Bonillo (2009:430) | Economic value (efficiency and quality) | Positive relationship |
| Wu and Liang (2009:586) | Environmental factors, customer/employee interactions, other customers | Positive relationship |

Source: Own construction

Table 5.3 confirms a positive relationship between experience value and customer satisfaction. The current study investigated the relationship between experience quality, experience value, and customer satisfaction with the guesthouse experience. The results are shown in Chapter 7.

5.4 MEASURING CUSTOMER SATISFACTION

While the positive influence of quality and value on satisfaction has been confirmed, measuring customer satisfaction remains a challenge. This has resulted in different satisfaction measurement models. Four dominating satisfaction models, namely the Expectation-Disconfirmation Paradigm (EDP), the Importance-Performance Analysis Model (IPA), the Kano model, and the three-factor theory of satisfaction will be discussed and evaluated in the subsequent sections. The method chosen for use in the current study and reasons motivating this choice are also provided.

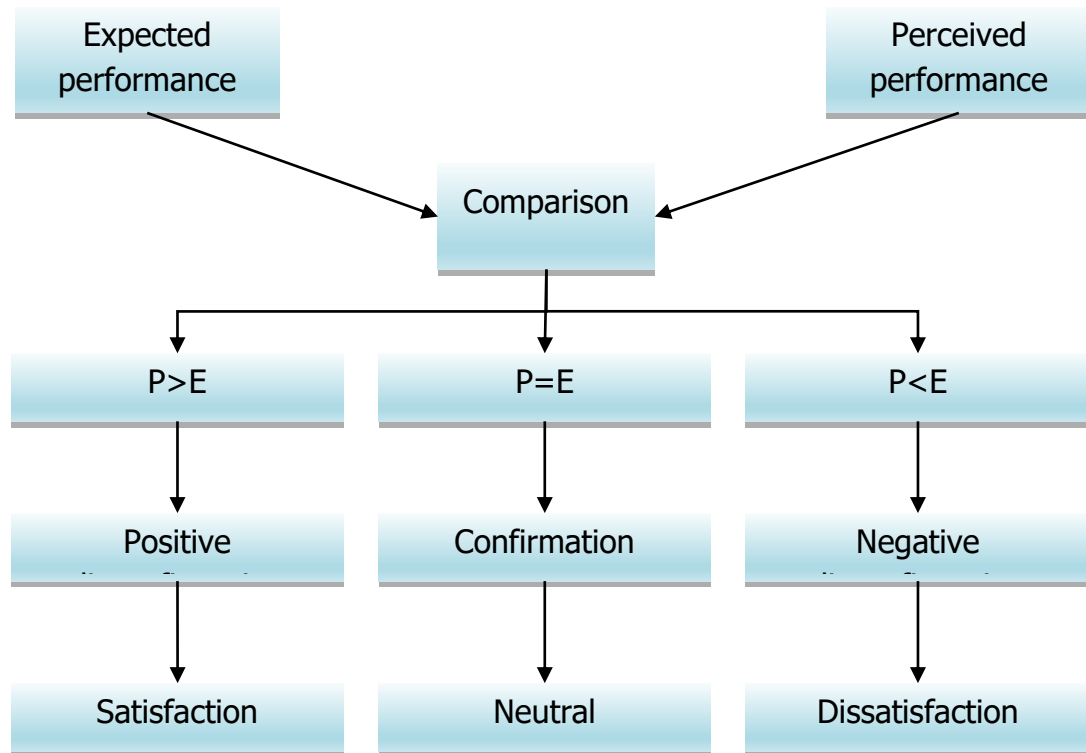
5.4.1 The Expectation-Disconfirmation Paradigm (EDP)

The Expectation-Disconfirmation Paradigm (shown in Figure 5.1) seems to have dominated consumer satisfaction research, because the approach to satisfaction conceptualisation not only includes quality judgements, but is also presumed to be influenced by affective processes such as attributions and emotions (Frochot & Batat 2013:27). The EDP holds that consumers have their own expectations about a product before the purchase, and that they base their satisfaction on a comparison between their expectations of the performance of a product and their experience of how the product performs after it has been used (Oliver 1980:461). Expectations thus provide a standard for judgement of satisfaction. Expectations are defined as "anticipation of future events" (Arnould *et al.* 2002:625), and they "include predictions of future product performance and also related hopes, apprehensions, uncertainties and probabilities" (Arnould *et al.* 2002:625). The basic expectation is, however, that the product, service and experience will fulfil customers' needs and wants.

Figure 5.1 suggests that expectations and disconfirmation operate together to jointly determine satisfaction levels. The consumer compares what is expected and what is received to arrive at a judgement of the level of satisfaction that either confirms or disconfirms initial expectations. Expectation represents a baseline comparison standard against which performance is measured and compared and is formed from needs and desires, which are closely influenced by the past experience of consumers.

FIGURE 5.1

EXPECTATION-DISCONFIRMATION PARADIGM



P= Perceptions; E= Expectations

Source: Adapted from Oliver (1980:464)

The outcomes of expectations can be negative, a confirmation or positive. Positive confirmation leads to satisfaction while negative disconfirmation results in dissatisfaction (Oliver 1980:461). A balanced or neutral confirmation occurs when the actual performance of a product meets the exact expectations of the consumer. A positive disconfirmation occurs when the consumer finds that the performance of the product has exceeded his/her expectations. A negative disconfirmation arises when the performance of the product falls below expectation, and this leads to dissatisfaction. Once a customer is dissatisfied, s/he may eventually abandon future purchases or defect completely to embrace competitive products (Nimako, Azumah, Donkor & Adu-Brobbey 2010:36).

Since the conceptualisation of the EDP, many consumer satisfaction researchers (e.g. Fan & Suh 2014:240-248; Hsieh, Kuo, Yang & Lin 2010:1434-1444; Lankton, McKnight & Thatcher 2014:128-145) have found support for the underlying premise of Oliver's (1980:460) model that expectations serve as a comparative referent for evaluating performance outcomes.

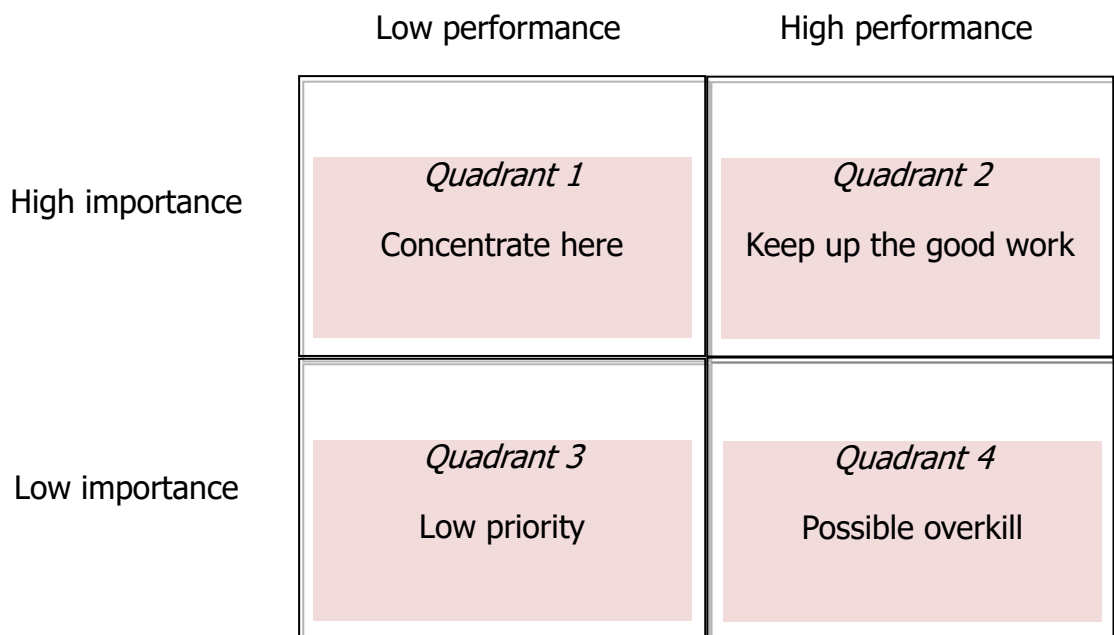
However, despite the support for the EDP in literature, the model has also attracted some criticisms. For instance, Hirschman and Holbrook (1982:98) argue that the principles underlying the conceptualisation of EDP are incorrect when applied in certain service sectors (for example, tourism and hospitality sectors). According to Hirschman and Holbrook (1982:98), service sectors offer services that are based more on experience and credence properties than on search properties. While experience captures the emotional perspective of the customer, the credence attributes include aspects such as safety attributes, quality and functionality of products at the guesthouse. In addition, tourists usually do not have prior knowledge of some service providers so their expectations may not impact positively or negatively on their perceived satisfaction. Boulding *et al.* (1993:24) demonstrate that customers update their expectations and perceptions during service encounters. Therefore, a consumer's present expectation affects the perception of performance. The result is due to perceptions only rather than the perception minus expectation conceptualisation. Similarly, Johnston (1987:42) argues that customers' expectations can change during the service encounter. Moreover, these expectations may continue to change even after the service encounter depending on the communication that was created between the customer and the service provider. Despite the criticisms, EDP has not lost its importance in research and in practice.

5.4.2 The Importance-Performance Analysis Model (IPA)

Another seemingly popular satisfaction model found in the literature is the Importance-Performance Analysis Model (IPA). This section provides a short review on this model. IPA was introduced by Martilla and James (1977:77-79) to assist management in identifying which product or service attributes an organisation should concentrate on to achieve customer satisfaction and also to provide guidance for strategic development. The model as shown in Figure 5.2 is divided into four quadrants with performance on the x-axis and importance on the y-axis. These results in the four quadrants are explained below the figure.

FIGURE 5.2

IPA FRAMEWORK



Source: Adapted from Wong *et al.* (2011:22)

Quadrant 1 falls within the high importance but low performance section of the grid. Because this section of the grid is described as high importance, it is considered as an important strategic area that an organisation can utilise

to attract more customers. Therefore, the grid indicates to “concentrate here” to increase customer satisfaction, market share, and long-term profit.

Quadrant 2 falls within the high importance and high performance section of the grid. The section represents factors that are regarded as important and currently satisfy the needs and wants of the customer. The attributes in this section represent the strengths of the organisation, hence they should be maintained to “keep up the good work”.

Quadrant 3 falls within the low importance and low performance section of the grid. This section represents attributes that are not important and do not pose any threat to the organisation. Therefore, because the attributes in this section are not important, the organisation should not spend much resources or effort providing the attributes in Quadrant 3.

Finally, Quadrant 4 is found in the low importance and high performance area of the grid, and so represents attributes that are of less importance to customers. This section is labelled as “possible overkill” implying that resources allocated to this area could be rechannelled to other areas such as Quadrants 1 or 2.

Since the conceptualisation of the IPA model, several researchers have applied the model in different fields of study, such as services (Wong *et al.* 2011:17) and tourism (Tyrrell & Okrant 2004:66). These authors documented that the IPA model is cost effective and a simple way to organise information about the attributes of a product or service which can then be used for planning and setting priorities to increase customer satisfaction.

Although the IPA model has received much recognition and acceptance its functionality and applicability attracted some criticism. For instance, Hudson, Hudson and Miller (2004:306) dispute the underlying principles of the IPA

from three angles. First, the model does not take into account any relationship that might exist between the levels of importance and performance and the cost of the service. The second argument by Hudson *et al.* (2004:306) relates to problems associated with “aggregating across all customers to generate measures of expectations and performance associated with either a single attribute or the overall service offering”. Thirdly, they argue that performance rating alone cannot produce enough satisfaction and that the traditional IPA does not distinguish attributes falling within the same quadrant, therefore a measure of standard error should be included.

Furthermore, Matzler, Bailon, Hinterhuber, Renzl and Pichler (2004:272) argue that the original assumptions made in the IPA model are incorrect in a real situation or sense. These assumptions are that: attribute performance and attribute importance are independent variables, and that the relationship between attribute performance and overall performance is linear and symmetrical (Matzler *et al.* 2004:272). Matzler *et al.* (2004:273) further argue that the relationship between attribute performance and overall customer satisfaction is asymmetrical and that the relationship between attribute performance and attribute importance is causal. Hence they proposed the three-factor theory of satisfaction which is based on the basic elements in the Kano model. Matzler *et al.* (2004:273) model will be discussed in Section 5.4.4.

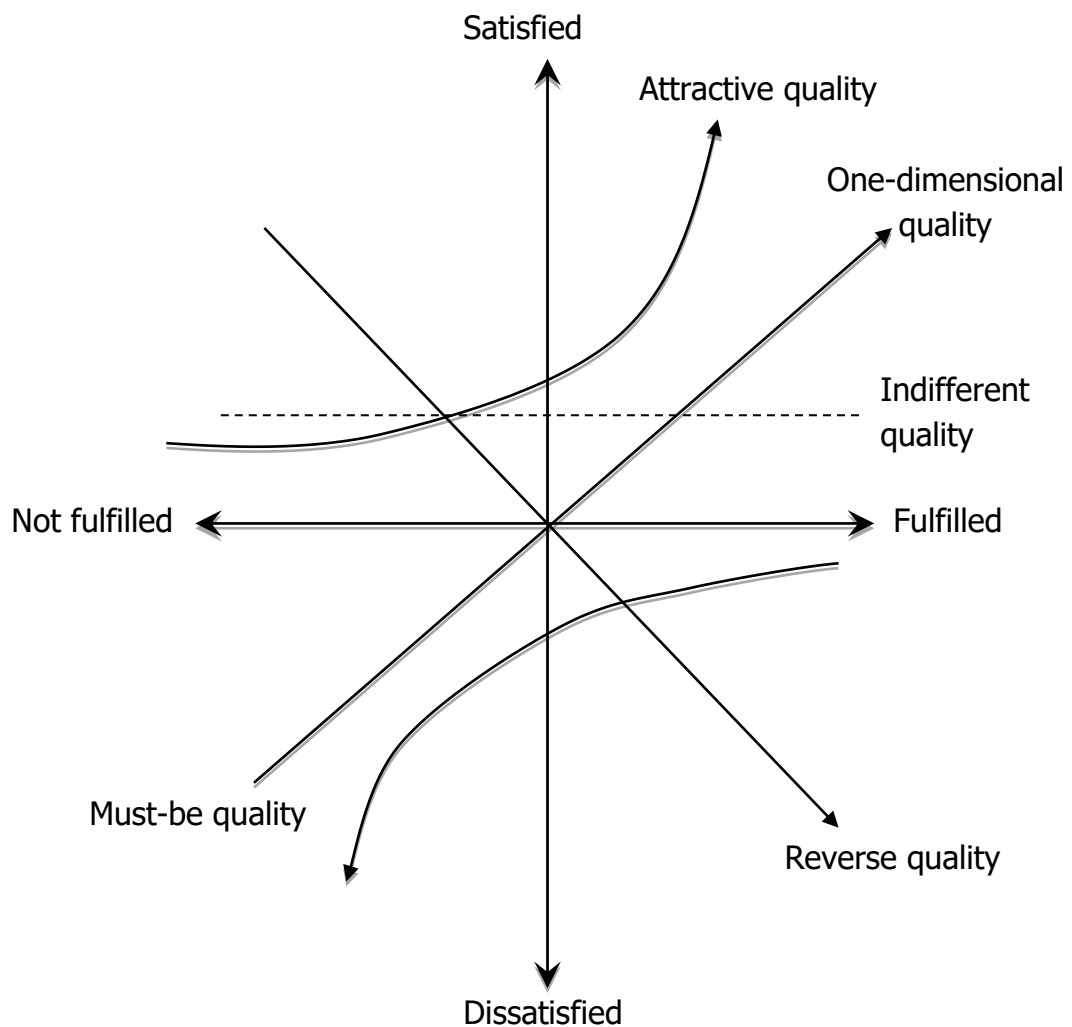
5.4.3 The Kano model

Kano’s model was originally formulated in the 1980s through the inspiration of Herzberg’s Motivation-Hygiene Theory (Kano 1984:39). The model contains two important assumptions. The first is that there are certain features of a product/service that have an impact on creating satisfaction, while other features have an impact on creating dissatisfaction. This assumption is referred to as the asymmetric impact on overall customer satisfaction (Chen 2012:651-652). The second assumption is that the same

product/service that has an asymmetric impact on overall satisfaction may have a different impact on overall satisfaction, based on its current performance. This assumption is referred to as the nonlinear impact on overall satisfaction (Chen 2012:651-652). Based on these two assumptions, five different factors or quality requirements emerged from the model (see Figure 5.3). A discussion of these factors follows the figure.

FIGURE 5.3

KANO'S TWO-DIMENSIONAL QUALITY MODEL



Source: Adapted from Chen (2012:652)

The first quality factor is captioned as *must-be quality elements*. These refer to quality elements in a product/service that do not lead to customer

satisfaction. However, customers will be dissatisfied when these quality elements are missing in a product/service. The second factor refers to *one-dimensional quality elements*. These are quality elements that lead to satisfaction when fulfilled and dissatisfaction when not fulfilled. This implies that an increase in fulfilment will lead to the same proportional increase in satisfaction, while a decrease in fulfilment will result in the same proportional decrease in satisfaction. The third factor refers to *attractive quality elements*. These are quality elements in a product/service that lead to satisfaction when provided but do not cause any customer dissatisfaction when not provided. Therefore, an increase in performance will lead to a greater proportional increase in satisfaction. The fourth factor represents the *indifferent quality elements*. These refer to quality elements that will neither lead to satisfaction or dissatisfaction when they are present in a product/service. The last factor is the *reverse quality* elements. With the reverse elements, customers will be dissatisfied when the quality element is present and satisfied when not present.

Despite its contributions, the Kano model has been met with some criticisms. One of the critiques is that the model is complicated and difficult to implement in a real world situation (Matzler *et al.* 2004:273). Unlike the usual type of questionnaire design, Kano (1984:46) introduced a unique methodology for assessing the various quality elements. The questionnaire consists of two distinct categories of questions: functional and dysfunctional type of questions for each attribute of a product/service. Each question has five alternative answers from which to choose, namely: delight, expect it and like it, no feeling, live with it, and, do not like it (Gitlow 1998:86; Chen 2012:653; Wu, Tang & Shyu 2010:3239). It thus takes much longer to complete the Kano questionnaire than a typical satisfaction questionnaire, because two sets of questions are asked for each attribute (Matzler *et al.* 2004:273). This could possibly minimise respondents' willingness to complete the questionnaire. In addition, respondents are easily confused when

required to imagine opposite situations (fulfilled and not fulfilled) (Chen 2012:653).

Since the Kano model was developed, the basic principles and concepts have remained valuable in both research and practice. This is shown in the number of researchers that have adopted the model, or have integrated the model with other models to overcome some of its criticisms. Examples include the Penalty-Reward Contrast Analysis (PRCA), Importance Grid Analysis (IGA), the direct classification method, the moderated regression analysis, and the three-factor theory of satisfaction. The following section will discuss the three-factor theory of satisfaction.

5.4.4 The three-factor theory of satisfaction

The three-factor theory of satisfaction originates from the Kano model (Kano 1984:39-48) and holds that there are three factors which greatly influence customer satisfaction (Matzler & Sauerwein 2002:314). These factors are: basic, excitement, and performance factors.

Basic factors, also termed "dissatisfiers", describe the basic attributes in a product or service that a customer expects to be present in a service offering. The absence of basic factors will lead to customer dissatisfaction; however, their presence will not necessarily lead to satisfaction. For example, airline customers might expect to arrive at their destination safely and without delays. The guesthouse customer might expect a clean room, a secured environment, and good service. Therefore, a clean room for instance, is unlikely to bring any satisfaction to the customer but, if the room is dirty, the customer will be dissatisfied.

The second category of the three-factor theory of satisfaction represents the *excitement factors*. These are features of a product or service that customers do not expect to be present but when they are provided, they will increase customer satisfaction. On the contrary, the absence of these attributes will

not lead to customer dissatisfaction (Saadon 2012:2). In a competitive business environment where organisations offer similar products and services, providing excitement attributes will create a competitive advantage (Füller & Matzler 2008:117). With respect to guesthouses, providing entertainment facilities (such as variety shows, competitions that are educative in nature, and comedy programmes) might excite customers and increase satisfaction.

The third category of factors is *performance factors*. Performance factors relate to how a product or service performs (Füller & Matzler 2008:117; Matzler & Renzl 2007:1095; Saadon 2012:2). Customers will be satisfied when the performance attributes are high, however, a poor performance will lead to customer dissatisfaction (Wu *et al.* 2010:3239).

The three-factor theory has been tested in the alpine ski resort context (Füller & Matzler 2008:116-126); employee satisfaction in the Austrian hotel industry (Matzler & Renzl 2007:1093-1103); an automobile industry (Matzler *et al.* 2004:271-277); and service satisfaction in the hotel industry context (Matzler *et al.* 2006:179-196). It was found that the three-factor theory is a reliable model for measuring satisfaction. However, Mikulić and Prebežac (2012:715) criticise the use of standardised regression weights as measures of effects. According to these authors, standardised weights do not add any meaningful information to the dummy variables and their use as measures of effect has the potential risk of providing misleading implications in theory building and in guiding managerial actions.

5.4.5 Model chosen for use in the current study

Considering the basic assumptions underlying the various models discussed above, the three-factor model was adopted for the current study for the following reasons:

- The guesthouse stay is essentially a service-based experience, but given the idea that experiences go beyond products and services and include more abstract and emotional components, the argument by Hirschman and Holbrook (1982:98) is supported, namely that in the service sector, services are based more on credence properties than on search properties. It is argued that guests would not necessarily be able to predict the guesthouse performance with respect to escape, entertainment, hedonics, and enjoyment. For this reason, the Expectation-Disconfirmation Paradigm (EDP) was not deemed appropriate.
- Given the number of items to be tested in the questionnaire used in the current study, the Kano model was not considered. Having to complete the questions twice - in the form of functional and dysfunctional type questions - would have made the questionnaire too long and might have resulted in a poor response rate.
- One of the objectives of the study was to categorise the experience quality and experience value dimensions in a way that can help managers to decide where to allocate their resources. The three-factor model seemed to be useful for this purpose.
- As far as could be determined, the three-factor model has not been applied to the guesthouse context in Ghana and this study would thus serve as an important first contribution in this regard.

An explanation of the procedure followed in applying the three-factor model can be found in Section 6.6.3.

5.5 CONSEQUENCES OF CUSTOMER SATISFACTION

Satisfying and dissatisfying experiences typically result in some or other behavioural response and behavioural intentions. Favourable customer satisfaction frequently leads to customers' favourable behavioural intentions (Othman *et al.* 2013:115), such as returning to the organisation or disseminating positive information about the organisation to family and

friends (Othman *et al.* 2013:117; Wu 2015:757). Conversely, dissatisfaction creates a negative influence on customer intentions (Kitapci, Akdogan & Dortyol 2014:161). These two favourable behavioural intentions are of importance to the current study, and are briefly discussed in the subsequent sections.

5.5.1 Returning to the organisation

Returning to the organisation is also referred to as loyalty or returned patronage. According to Arnould *et al.* (2002:640), loyalty goes beyond satisfaction and represents a “deeply held commitment to rebuy or repatronise a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour”.

Customer loyalty can be defined and assessed by both attitudinal and behavioural measures. The attitudinal measure refers to a specific desire to continue a relationship with an organisation, while the behavioural perspective refers to the concept of repeat purchase (Chen & Chen 2010:31).

5.5.2 Word-of-mouth

The second behavioural intention involves spreading encouraging information about the organisation. Many managers try to attract customers by adopting strategies such as enhancing service quality, emphasising the uniqueness of an organisation, conducting promotions, and ensuring customer retention (Wang & Hung 2015:93). Among these methods, word-of-mouth marketing is identified as the most effective (Nunstsu, Tassiopoulos & Haydam 2004:519). A survey conducted by Mavhungu (2007:85) within the guesthouse context indicated that 72% of customers hear about guesthouses via word-of-mouth.

Based on the above discussions of customer satisfaction and the fact that experience quality and experience value had a positive relationship with customer satisfaction, the following hypotheses are postulated for the study.

H1: There is a positive relationship between hedonics and overall satisfaction.

H2: There is a positive relationship between peace of mind and overall satisfaction.

H3: There is a positive relationship between involvement and overall satisfaction.

H4: There is a positive relationship between recognition and overall satisfaction.

H5: There is a positive relationship between atmospherics and overall satisfaction.

H6: There is a positive relationship between enjoyment and overall satisfaction.

H7: There is a positive relationship between entertainment and overall satisfaction.

H8: There is a positive relationship between escape and overall satisfaction.

H9: There is a positive relationship between efficiency and overall satisfaction.

H10: There is a positive relationship between excellence and overall satisfaction.

H11: There is a positive relationship between economic value and overall satisfaction.

5.6 SUMMARY AND CONCLUDING REMARKS

Customer satisfaction has always been the central focus of many businesses due to its immense benefits to the entire organisation. This chapter discussed the concept of customer satisfaction. It is evident that no

consensus exists on the definition of customer satisfaction. However, it can be deduced that customer satisfaction emerges from a customer's evaluative judgements of performance and fulfilment of expectations. In addition, a number of factors were found in the literature as antecedents of customer satisfaction. These factors include service quality, perceived value, experience quality, and experience value.

Furthermore, different customer satisfaction models were discussed in the chapter. The literature suggests that no uniform model exists to measure customer satisfaction. However, the three-factor model of satisfaction was identified as appropriate for use in the current study.

Finally the outcome of customer satisfaction was explored. It was noted that customer satisfaction results in positive behavioural intentions which encompass returning to the organisation and positive word-of-mouth information. With regards to guesthouses, customer satisfaction can assist guesthouses to retain customers and attract new ones.

CHAPTER 6

RESEARCH DESIGN AND METHODS

6.1 INTRODUCTION

The research question of this study is: "What is the relationship between experience quality, experience value, and overall satisfaction, as perceived by customers of guesthouses in Ghana?". In order to find answers to this question and attain the objectives stated in Chapter 1, many important decisions relating to the methodology of the study, which could impact its outcome, had to be made.

The aim of this chapter is to describe and justify the research design and research methodology adopted. The chapter starts with the research design, followed by a description of various research paradigms and a justification of the research paradigm adopted for the current study. Thereafter, the research methods employed are discussed. Other components of this chapter involve data analysis procedures, structural equation modeling, and ethical considerations applied in the study. The chapter concludes with a summary of the entire chapter.

6.2 RESEARCH DESIGN

The rationale behind a research design differs from that of a research methodology. According to Welman *et al.* (2005:2) the methodology describes the logic behind the research methods and techniques. In contrast, research design captures the overall plan starting from the beginning of the research process through to the conclusion of the research (Babbie 2010:97). The research design can thus be viewed as the master plan of the whole research and represents an advance planning of the methods to be adopted for collecting the relevant data (Kothari 2004:32). It indicates how the main parts of the research (e.g. samples, measurements, programmes or

tools adopted) are integrated into the study to address the research questions.

McMillan and Schumacher (2006:22) describe a research design as the plan, structure or strategy of investigation aimed at obtaining empirical evidence to answer the research question. Furthermore, the plan indicates how the research was structured and implemented, the characteristics of the sample population and how the population was selected, and which methods of data collection were used (Babbie 2011:152). Kothari (2004:32) adds that a research design is necessary because it facilitates the smooth implementation of the various research operations, thereby making the research as efficient as possible, yielding maximum information with less expenditure.

A research design can be classified into three categories, namely: exploratory, descriptive and explanatory research designs (Hair *et al.* 2006:64; Sreejeh, Mohapatra & Anusree 2014:26; TerreBlanche, Durrheim & Painter 2006:44). Exploratory research emerges when the researcher has discovered an idea or observed a phenomenon and seeks to understand more about it. An exploratory research design can be seen as leading to the initial research or the "ground breaking" idea which results in the formulation of hypotheses or theoretical ideas (Rubin & Babbie 2009:47). Babbie (2011:152) describes exploratory research as studies that deal with events, issues, or problems that have not previously been studied, and which attempt to identify knowledge, insights, understanding, and meanings to explore factors related to the topic. Babbie (2011:153) further explains that exploratory research studies would ask questions concerning what the case is and what the key factors are. Saunders *et al.* (2009:115) add that an exploratory study provides a valuable means of finding out what is happening, seeking new insights, asking questions, and assessing phenomena in a new light.

In contrast to exploratory research, a descriptive research design concerns describing the characteristics of a particular individual, or of a group (Kothari 2004:37). Matthews and Kostelis (2011:84) point out that a descriptive research design attempts to establish or obtain answers to a specific question. In sum, the purpose of descriptive research is to determine the perceptions and views of the respondents about the phenomenon studied (Babbie 2011:152).

Finally, explanatory research is defined as an attempt to connect ideas to understand cause-and-effect and correlations between variables (Hair, Black *et al.* 2006:14; Welman *et al.* 2005:82). An explanatory research design explains how things come together and interact. It also provides evidence to predict the future with some accuracy. According to TerreBlanche *et al.* (2006:44), the aim of explanatory research is to provide causal explanations of phenomena.

Aspects of descriptive research designs were utilised to varying degrees in the current study. Existing studies integrating experience quality and experience value as determinants of overall satisfaction in guesthouses in Ghana could not be located in the literature. The descriptive component of the current research involved obtaining data to address the research question and objectives related to the empirical part of the study. A questionnaire was developed and self-administered to guests who stayed overnight in guesthouses in Ghana. The responses emanating from the collected data served as valuable information to describe how guests perceived guesthouses in Ghana in terms of the experience quality, experience value, and customer satisfaction they provide. In addition, the descriptive component laid the foundation for performing inferential statistics. Finally, the descriptive research design helped explore the relationships between the identified dimensions of experience quality; between the dimensions of experience value; and between these dimensions and overall satisfaction.

6.3 RESEARCH PARADIGM

It is also important to be able to distinguish a research design from a research paradigm. A research paradigm addresses the basic philosophical dimensions of social science (Wahyuni 2012:69), which guide and direct the thinking and actions of the researcher (Mertens 2010:7). Four basic beliefs distinguish the existence of research paradigms, namely axiology, ontology, epistemology, and methodology (Mertens 2010:11; Saunders *et al.* 2009:119). According to Mertens (2010:11), axiology is concerned with ethical behaviour and emphasises the role of values in the research, and the researcher's stance in relation to the subject studied. In ontology, the nature of reality is perceived to be socially constructed (Mertens 2010:11). This implies that multiple mental constructions can co-exist (some of which may be in conflict with each other) and that perceptions of reality may change throughout the process of the study. The third belief, epistemology, deals with the nature of knowledge and explores how to generate, understand, and use the knowledge deemed acceptable and valid in a particular society. The last basic belief, methodology, refers to a model for embarking on a research process in the context of a particular paradigm. The aforementioned basic beliefs as they relate to research paradigms are summarised in Table 6.1.

TABLE 6.1

BASIC BELIEFS ASSOCIATED WITH MAJOR RESEARCH PARADIGMS

| | Research paradigms | | | |
|---------------------------------------|---|--|---|---|
| Basic beliefs | Positivism | Post positivism | Constructivism | Pragmatism |
| Axiology (focus on ethical behaviour) | Respect privacy; informed consent, minimise harm; justice or equal opportunity. | Focus on balanced representation of views; raise participants' awareness; establish community rapport. | Ensures respect for cultural norms; promotion of human rights and increase in social justice. | Gain knowledge in pursuit of desired ends as influenced by the researcher's own values. |
| Ontology (nature of reality) | External; objective and independent of social actors. | Objective; exists independently of human thoughts and beliefs or knowledge of their existence, but is interpreted through social conditioning. | Socially constructed; subjective; may change. | External; multiple; view chosen to best achieve an answer to the research question. |

Source: Adapted from Mertens (2010:11); Saunders *et al.* (2009:119); Wahyuni (2012:70)

TABLE 6.1 (CONTINUED)

BASIC BELIEFS ASSOCIATED WITH MAJOR RESEARCH PARADIGMS

| | Research paradigms | | | |
|---|---|--|---|---|
| Basic beliefs | Positivism | Post positivism | Constructivism | Pragmatism |
| Epistemology (focus on what constitutes acceptable knowledge) | Only observable phenomena can provide credible data, facts. Focus on causality and law-like generalisations, reducing phenomena to simplest elements. | Only observable phenomena can provide credible data, facts. Focus on explaining a context or contexts. | Subjective meanings and social phenomena. Focus upon the details of situation, the reality behind these details, subjective meanings and motivation of actions. | Focus on practical applied research, integrating different perspectives to help interpret the data. |
| Methodology (approach to systematic inquiry) | Quantitative (primarily) | Qualitative or quantitative | Qualitative (dialogic) | Mixed methods |

Source: Adapted from Mertens (2010:11); Saunders *et al.* (2009:119); Wahyuni (2012:70)

The first research paradigm, the positivistic approach, follows the methods used in the natural sciences and urges that investigators must be as objective as possible (Mertens 2010:14; Wright 2006:94). This can be achieved through observation and measurement involving the collection of statistical data and reasoned analysis (Wright 2006:94). In addition, the goal of positivism is to discover general laws to describe a phenomenon, such as relationships between variables (Neuman 2011:23). Advocates of positivism recommend the quantitative methodology approach, which is based on numerical measurements of specific aspects of phenomena that seek general descriptions or test causal hypotheses (Bryman & Bell 2015:37-38; Newman 2008:90). A quantitative approach involves the collection of numerical data that uses precise statistical analysis (Cresswell 2014:3-5).

The second research paradigm, post positivism, is the successor of the positivist ideology (Mertens 2010:14). Ontologically, positivism, and post positivism share the common view that social reality is external and objective (Saunders *et al.* 2009:119). Post positivism also believes in generalisation, but admits that knowledge is a result of social conditioning. This is called the critical realist stance, which understands that social reality needs to be framed in a certain context of relevant laws or dynamic social structures, which have created the observable phenomena within the social world (Wahyuni 2012:71). Furthermore, the post positivism research paradigm respects the privacy of the subject studied and relies on informing the respondents, and obtaining their consent. They strive to minimise harm and pain that may be caused to the respondents during the research process. Post positivism often employs either quantitative or qualitative methodologies in its approach.

Bryman and Bell (2015:38) assert that the qualitative approach is one in which the investigator often makes knowledgeable claims based primarily on individual experiences, participatory perspectives, or both. The qualitative methodology involves using a variety of empirical material such as case

studies, personal experiences, life stories, interviews, observations, and visual objects that describe the meaning in people's lives (Wilson 2010:135). Qualitative research also employs strategies of enquiry such as narratives, phenomenologies, ethnographies, grounded theory studies, critical studies, or case studies (McMillan & Schumacher 2006:22). Du Plooy (2009:150) is of the view that adopting a qualitative research approach will allow researchers to "explore substantive areas about which little is known" and offer an opportunity to discover and identify the presence or absence of a problem, without the need to know what the researcher is going to discover.

Another research paradigm is constructivism. Constructivists oppose the objective and the single reality stance proposed by the positivism and post positivism approaches (Mertens 2010:14). They believe that reality is constructed by social actors and people's perceptions. They recognise that individuals have their own different backgrounds, assumptions, and experiences which contribute to the on-going construction of reality in their broader social context through social interaction. Because these human perspectives and experiences are subjective, social reality may change and can have multiple perspectives (Hennink, Hutter & Bailey 2011:15). Therefore to understand the social world from the experiences and subjective meanings that people attach to it, constructivist researchers favour interaction and engage in dialogue with the participants of the study.

Pragmatism represents the last research paradigm shown in Table 6.1. Instead of opposing the ideas of axiology, ontology, and epistemology, pragmatism incorporates the ideology of all the three beliefs namely, positivism, post positivism, and constructivism. Pragmatist supporters are influenced by their own values in obtaining desired knowledge. They emphasise that there is only one reality and that all individuals have their own unique interpretation of reality. Pragmatists believe that objectivist and subjectivist perspectives are not mutually exclusive.

Pragmatist researchers employ a mixed methodology to better understand social reality (Wahyuni 2012:70). A mixed method approach focuses on collecting and analysing data by combining both quantitative and qualitative data in a single or a series of studies (Creswell & Clark 2011:5). The mixed method offers the benefits of triangulation techniques in which methods are combined to offset each other's inherent weaknesses with their respective strengths (Hesse-Biber & Levy 2008:566).

Upon considering the objectives and the research question postulated for the current study, and the basic philosophical assumptions of research studies, the positivist research paradigm was chosen for the current study. This approach was selected based on the realisation that the primary focus of this study was to measure guests' perceptions and satisfaction with the guesthouse experience in Ghana. Primary data was sourced from a large number of respondents and, therefore, the quantitative methodology was adopted to afford the researcher the benefit of applying various statistical methods to analyse and interpret the data of the study (Newman 2008:90).

Another reason considered for selecting the positivist approach was its suitability to adopting the quantitative methodology in testing hypotheses emanating from the study (Bryman & Bell 2015:38; Muijs 2011:7). By applying the positivist approach, the researcher was able to take an objective stance in interpreting the research results. The research results for the current study were thus independent of the researcher's opinion.

6.4 RESEARCH METHODS

Another important component of a research plan is the research method. Methodology and research methods are distinct and independent terminologies. Whereas a methodology is the theoretical and ideological foundations of a method, a research method specifies a practical application of conducting research. A research method consists of specific procedures, tools, and techniques used to gather and analyse data (Wahyuni 2012:72).

This section will be used to describe the research method deployed to source data and to address the research question and objectives of the current study. Information can be sourced from either secondary or primary sources (Du Plooy, Davis & Bezuidenhout 2014: 103). In an effort to strengthen the research findings for the study, both secondary and primary sources were used. The procedures adopted in this process are discussed below.

6.4.1 Collecting information from secondary sources

Secondary sources contain information collected, analysed, and interpreted by someone else than the researcher and for another purpose than the one at hand. Published journals, books, databases, and online sources serve as secondary sources of collected information (Du Plooy *et al.* 2014:103).

Journals can be divided into two categories, namely: trade journals and the refereed academic journals (Collins 2010:121). Trade journals are industry specialised and cover commercial interest, while academic journals have a theoretical basis and therefore carry high academic credibility (Collins 2010:121). They are important for major projects because they are published regularly and are also easily accessible by academics and students. The researcher frequently referred to several academic journals, such as *Tourism Management*, *International Journal of Hospitality Management*, *Journal of Travel Research*, *Journal of Marketing*, and *Journal of Retailing*. These sources enhanced the foundations of the literature on quality, value, and satisfaction.

Books are also useful secondary sources because they cover a wide range of topics and approaches, including academic theory and professional practice (Collins 2010:121-122). They serve as an introductory source and can help clarify research questions, objectives, and methods. Examples of useful books for the current study included, amongst others, *Marketing and Designing the Tourist Experience* (Frochhot & Batat 2013), *Tourism*

Developments: Principles, Processes, and Policies (Gartner 1996), *Experience Marketing: Strategies for the New Millennium* (O'Sullivan & Spangler 1998).

Finally, websites and databases provide the researcher with the opportunity to review related research studies (Collins 2010:122). Websites and databases proved to be valuable in the current study. Popular databases such Google Scholar, Science Direct, and Sage Publications were frequently used as point of reference.

6.4.2 Collecting data from primary sources

Primary data represent information gathered by the researcher, for solving the research problem instead of the researcher simply relying on secondary sources (Wilson 2010:135). Primary sources of information thus provide first-hand information (Du Plooy *et al.* 2014:103). Primary data collection procedures using tools such as interviews, observation, and questionnaires allow the researcher to structure the data collection method to suit the specific needs of the study (Houser 2008:272).

When considering the different strategies often used in quantitative research, the survey method was considered the most appropriate for the current study. Du Plooy *et al.* (2014:105) assert that surveys are meant to describe and interpret the research problem, and seek to gather information to solve the problem. Surveys thus act as instruments used to describe and explain the status of phenomena, to trace change and draw comparisons (McMillan & Schumacher 2006:602). Maree (2007:9) indicates that a survey may be used to gather information from large samples, which may range from a few hundred to a few thousand participants. Moreover, surveys may be used to measure many variables and test multiple hypotheses (Maree 2007:9).

The survey method, through the use of a questionnaire, has both advantages and disadvantages in research. The disadvantages relate to the

willingness of respondents to set aside time to respond to all the questions, and the ability of the respondents to understand the questions being asked. In most unsuccessful surveys, respondents do not understand the questions being asked, and that could affect the responses provided. Another limitation arises when fatigue sets in and respondents feel that they can no longer complete the questions. Despite these challenges, questionnaires allow for quick and economical collection of data from a large group of respondents (Welman *et al.* 2005:78).

Having considered the benefits and limitations of the method, this study made use of the survey method, in the form of a structured questionnaire, for the collection of primary data. A structured questionnaire enhanced uniformity in the answering and capturing of the data (Welman *et al.* 2005:174). The limitations of surveys identified above were addressed through the questionnaire design. The questionnaire contained simplified and straight-forward questions covering a minimal number of pages. Comprehensive instructions were also provided to assist respondents in understanding the implication of the Likert-scale used.

Survey questionnaires may be administered through telephone, electronic mail (e-mail), or be self-administered (Maree 2007:157-158). A paper-based self-administered questionnaire was employed for the present study. This implies that "the respondent completes the survey on his own: there is no agent administering the interview" (Burns & Bush 2006:241). The choice of a paper-based self-administered questionnaire was guided by the fact that the respondents had an opportunity to answer the questions freely and at their own pace.

6.4.2.1 Questionnaire structure and construction

Two types of questions are often used in a questionnaire: open-ended questions and closed-ended questions (Babbie 2010:256). Whereas open-

ended questions allow respondents the opportunity to answer freely, closed-ended questions offer respondents a range of answers from which to choose (Babbie 2010:256). Closed-ended questions were utilised for the current study because they provided greater uniformity of responses. Moreover, data obtained from the administration of closed-ended questions were easier to analyse than data obtained from open-ended questions (Babbie 2010:256; Maree 2007:9).

An important aspect of a research questionnaire is the scale used to measure the responses from the participants. According to Maree (2007:10), scale development and the refinement of multi-item scales used to measure the constructs being studied are important to empirical research. Interval scale types of questions were used for this study. The interval scale distinguishes ranking order as well as the distances between ranking positions (Wiid & Diggins 2012:161). This means the researcher can determine that position four is above position three and that the distance between position three and four is the same as the distance between four and five. Adopting an interval scale for the measuring instrument enables the required inferential statistical data analysis to be undertaken (Leedy & Ormrod 2005:26-27). This is because interval measurement scales allow for the use of more advanced statistical procedures, such as product moment correlation, analysis of variance, post hoc tests and other parametric tests (Blumberg, Cooper & Schindler 2005:376). The Likert-scale, the most frequently used variation of the interval scale, consists of an ordered scale from which respondents choose an option that best aligns with their view (Cooper & Schindler 2007:230). It is often used to measure respondents' attitudes by asking the extent to which they agree or disagree with a particular question or statement.

Five-point Likert interval scale type questions with the end-points 'strongly disagree' (1), and 'strongly agree' (5) were selected for this research. A five-point scale was utilised as is popular in many studies investigating quality,

value, and customer satisfaction (e.g. Chen 2007:1132-1133; Füller & Matzler 2008:119; Tsang & Qu 2000:319). A high score indicates a positive attitude to the issues in the questionnaire, whereas a low score denotes a negative attitude (Brace 2004:67). One reason for choosing a Likert scale over other types of measures was that responses were easy to code, total scores were easy to calculate to arrive at an overall result, and it was easy to interpret the data gathered.

The questionnaire for the current study (Annexure B) consisted of three parts, namely a covering letter, scaled items developed for measuring experience quality, experience value, and satisfaction, and a section to gather profile data, such as age, gender, and past experience with guesthouses. The covering letter provided a brief reason for study, assured the respondents of anonymity, and provided general instructions.

6.4.2.2 Measuring scale

Saunders *et al.* (2009:374) suggest that in developing questionnaires, researchers may adopt or adapt questions used in other studies, or develop entirely new questions following a detailed procedure of scale development. No scale measuring experience quality and experience value associated with guesthouse accommodation in Ghana could be located. Therefore an initial pool of 87 items was generated from previous literature dealing with experience quality and experience value, albeit from different contexts and assigned to different dimensions. Annexure C shows the sources of the items retained in the questionnaire. Column 1 shows the final item wording used in the questionnaire, column 2 show the context of the study, and the third column shows the authors of the study.

Since the items were not tested and have not been validated in a Ghanaian context, the following procedure was followed. Three subject experts in Consumer Studies and in Hospitality Management from a university in Ghana,

two subject experts from a Polytechnic, and four managers from different guesthouses in Ghana were provided with the construct definitions of the different dimensions included in the questionnaire. They then had to review the content of the 87 items, identify those items they deemed relevant, and rate the importance of those items. Only items with an importance rating of 3 and above on a five-point scale were retained. The outcome of their reviews resulted in the number of items being reduced to 59. Thereafter, 10 guests conveniently selected from two guesthouses, evaluated the difficulty in the wording, and the ease of understanding the 59 items. Their suggestions and recommendations resulted in some items being deleted, rephrased, or re-organised. The items were then reviewed by two subject experts from a South African university, further reducing the number of items to 52. According to Nunnally (1978:45), the use of experts is acceptable for ensuring content validity, and this process thus represented the first step in ensuring content validity of the measuring instrument in the current study. The items used for measuring overall satisfaction were adapted from previous studies (e.g. Kao *et al.* 2008:169; Mathwick *et al.* 2001; Wu & Liang 2009:590). The expert opinion was used only for the scale development and not as a core methodology. The second step in ensuring content validity involved pre-testing the measuring instrument.

6.4.2.3 Pre-test of the questionnaire

Pre-tests are preliminary tests of the questionnaire to determine whether it operates properly before using it in the study (Wiid & Diggins 2012:181). A pilot study also tests whether the respondents interpret the questions correctly and whether the response categories provided for the respondents are suitable (Maree 2007:155). The feedback from the respondents in the pilot study may lead to some adjustments being made to the questionnaire. Creswell (2003:64-65) suggests that it is important to pre-test a questionnaire before the final survey in order to improve the content,

structure, wording, difficulty or ease of answering the questions, as well as to minimise the time needed to complete the questionnaire.

Fifty respondents were conveniently selected from seven different guesthouses situated in Accra and Koforidua, two of the major cities in Ghana, for the pilot study. The pilot study took place in the month of July 2014 and lasted for two weeks. A number of valuable contributions and suggestions emerged from the respondents during the pilot study. The first concern related to the time required for completing the questionnaire. The respondents commented on the time spent (more than 45 minutes) to complete a single questionnaire. The second concern dealt with the number of pages the respondents had to complete in the questionnaire. The respondents were of the opinion that the number of pages (initially 9 pages) was excessive, should be reduced. Finally, most respondents sought an explanation of the scale numbers. It has to be noted that the initial questionnaire utilised a semantic scale, but given the response from the respondents, the scale was changed to a Likert-scale. While semantic scales offered respondents an opportunity to indicate their response to an object by evaluating it on a number of dimensions with extreme boundaries, the Likert scale afforded respondents an opportunity to indicate on a 5-point scale to what extent s/he agrees or disagrees with a statement (Wiid & Diggines 2012:167). The Likert scale was easier for respondents to complete.

To address the complaints from respondents, an effort was made to reduce the number of pages in the questionnaire to four. This involved reducing the font size and rearranging items to fit into specifically designed tables. In addition, the final questionnaire contained a brief section explaining the numbering and labelling of the end-points of the Likert-scale.

6.4.2.4 Validity and reliability of the measuring instrument

Valid research generates reliable data that is derived by professionally conducted practices, and by the standard of scientific methods (Cooper & Schindler 2007:22). According to Robbins (2009:36), both reliability and validity are important and are fundamental characteristics of any measurement procedure. In addition, the issues of reliability and validity have ethical implications, making it an important principle in research (Goodwin 2010:134).

According to Bryman and Bell (2011:159), validity refers to the issue of whether or not an indicator (or set of indicators) devised to gauge a concept really measures that concept. In other words, validity is the extent to which the instrument measures what it is supposed to measure. There are several possible ways to test the validity of a measuring instrument. Four types of validity, namely content, face, predictive, and construct validity are briefly discussed followed by an explanation of their application to the current study.

Content validity refers to the degree to which the instrument fully assesses or measures the construct of interest. The development of a content valid instrument is typically achieved by rational analysis of the instrument by raters (ideally 3 to 5) familiar with the construct of interest. These raters review all of the items for readability, clarity, and comprehensiveness and come to some level of agreement as to which items should be included in the final instrument (Goodwin 2010:134).

The second type of validity, *face validity*, is a component of content validity and is established when an individual reviewing the instrument concludes that it measures the characteristic or trait of interest. Face validity might be achieved by asking other people (possibly those with experience or expertise in a field) whether or not the measure seems relevant to the concept under

study. Face validity is therefore an essentially intuitive process (Bryman & Bell 2011:160).

Predictive validity is another type of validity. This is assessed when one is interested in determining the relationship of scores on a test to a specific criterion. With predictive validity, the researcher decides a future criterion measure, rather than a contemporary measure. For example, scores on an admission test for a graduate school should be related to relevant criteria such as average grading point or completion level. Conversely, an instrument that measures job satisfaction would demonstrate a very poor criterion for admission to the graduate school. The future criterion procedure should reflect the context of the study (Bryman & Bell 2011:160).

Construct validity is a fourth type of validity. Construct validity is the degree to which an instrument measures the trait or theoretical construct that it is intended to measure. It is an ongoing process as one refines a theory, if necessary, in order to make predictions about test scores in various settings and situations. With construct validity, researchers are encouraged to deduce hypotheses from a theory that is relevant to the concept (Bryman & Bell 2011:160).

Based on the brief explanations of validity and criteria for assessment, the present study adopted content, face, and construct validity. As already mentioned in Sections 6.4.2.2 and 6.4.2.3, reviewers, experts, and managers of guesthouses were engaged to help ensure content, face, and construct validity of the measuring instrument. Their suggestions and ratings offered valuable contributions to improving the overall measuring instrument. In addition, the pre-test of the questionnaire provided an opportunity to receive feedback from respondents regarding the readability, ease of interpretation of the questions, and general improvement suggestions. Factor analysis was performed for this study and supports additional evidence of ensuring a construct validity (Huck 2012:84). Lastly, a confirmatory factor analysis

(CFA) which forms part of the structural equation modeling was performed to assess the content, criterion and construct validity.

In contrast to validity, *reliability* is defined as the extent to which the results of the study are consistent over time, and to which an accurate representation of the population is included in the study (Robbins 2009:32). Robbins (2009:32) posits that a measure is reliable when it is repeatedly consistent or dependable, generating accurate information at an aggregate level. Goodwin (2010:134) emphasises that reliability is necessary because it enables one to have some confidence that the measure taken is close to the true measure.

Huck (2012:69) posits that the reliability of a scale can be assessed in three different ways, namely: equivalence, stability, and internal consistency. Equivalence refers to the amount of agreement between two or more instruments that are administered at the same point in time. Equivalence is measured through a parallel forms procedure in which one administers alternative forms of the same measure to either the same group or a different group of respondents. The administration of the various forms occurs at the same time, or after a delay. The higher the degree of correlation between the two forms, the more equivalent they are. In practice, the parallel forms procedure is rarely implemented, as it is difficult enough to have one well-developed instrument to measure the construct of interest, let alone two (Huck 2012:69).

The second aspect of measuring the reliability of a scale is stability (Huck 2012:69-70). This occurs when similar or the same results are obtained after repeated testing with the same group of respondents. In other words, the scores are consistent from one time to the next. Stability is assessed through a *test-retest* procedure that involves administering the same measurement instrument, to the same individuals under the same conditions after some

period of time. Test-rest reliability is estimated with correlations between two scores.

The third aspect of measuring the reliability of a scale is internal consistency. Fu and Cohen (2008:402) describe internal consistency as the extent to which all the items on the scale consistently measure the underlying condition, and are concerned with measurement errors related to the sampling of items. One of the commonly used statistics for determining the internal consistency of a scale is the Cronbach's alpha coefficient (Churchill 1979:64). The Cronbach's alpha coefficient is typically employed during scale development with items that have several response options (e.g. a Likert-scale with end points, 1=strongly disagree to 5=strongly agree). According to Churchill (1979:64), a scale can be considered reliable if the Cronbach's alpha coefficient is higher than 0.70; should the Cronbach's alpha coefficient be less than 0.50, the scale is considered unacceptable, between 0.50-0.59, the scale is regarded as poor, and between 0.60 and 0.69, the scale is acceptable. If unacceptable alpha scores are obtained, item-to-total correlations are examined to determine which of the scale items should be eliminated (Christiansen, Yildiz & Yildiz 2014:249).

Cronbach's alpha coefficients were adopted in the current study to determine the internal consistency of the Likert-scales (see Section 7.5 and Table 7.9). Before the final survey, the response from the pilot study was analysed and the results indicated that all the questionnaire items were good, given that the Cronbach's alpha coefficients of all the factors were in the excellent range of 0.80 and above (Christiansen *et al.* 2014:249). The only exception was the alpha of 0.69 for the Hedonic dimension (items 1-4). These items were checked and none of them proved to be problematic. Therefore, the 52 items used in the pilot study were retained for the final survey which took place from August to November 2014. Cronbach's alpha coefficients of above 0.70 were also reported in the final survey, indicating that the items used to

measure the various dimensions were reliable (Christiansen *et al.* 2014:249; Nunnally & Bernstein 1994:32; Peterson 1994:383).

6.5 POPULATION AND SAMPLING

The aim of this section is to describe how the population for the current study was obtained, and to explain how the sample and respondents for the current study were selected.

6.5.1 Population studied

According to Welman *et al.* (2005:53), a population is the full set of cases from which the sample is taken. A population consists of individuals, groups, organisations, human products, and events, or the conditions to which they are exposed (Welman *et al.* 2005:52). A target population represents a group of potential participants that the researcher intends to use to generalise the results or achieve the objectives of the study (Houser 2008:272). Prior to the data collection process, an advanced Google search of the Ghana Tourism Authority website was done using word combinations such as "number of registered guesthouses in Ghana", and "number of registered guesthouses per region in Ghana". This resulted in a total of 534 registered guesthouses in Ghana of which 379 were also registered in records of the Ghana Tourism Authority. Of these, 181, 110, 50 and 38 registered guesthouses were respectively identified in the four major regions of the country, namely: Greater Accra, Ashanti, Central, and the Eastern region. These regions were chosen for the current study because they have large populations and a cultural history and heritage which attract visitors both nationally and internationally, and impact heavily on the hospitality industry. The target population included anyone (guests) who stayed overnight at these guesthouses regardless of the distance traveled.

6.5.2 Sample unit and sampling method

According to Cooper and Schindler (2007:717), a sample is a subset of a population or group of participants carefully selected to represent the population. The sampling unit, or unit of analysis, represents a single element or group of elements subject to selection in the sample (Gupta & Kabe 2011:113). For the purpose of the current study, the guesthouses represented the primary sample and the guests were chosen as the sampling unit.

Sampling methods can be divided into two main categories. These are probability and non-probability samples. On the one hand, probability sampling may be used when every member of the population is known in advance (Gupta & Kabe 2011:113). Probability sampling methods include simple random, stratified, systematic, and cluster sampling (Wilson 2010:144).

Non-probability sampling, on the other hand, is adopted when a complete list of members of the population that may be included in the study is not available (Babbie 2011:152). Wilson (2010:143) identifies accidental, purposive, snowball, self-selecting, and convenience sampling methods as examples of non-probability sampling.

Both probability and non-probability sampling methods were utilised in the current study. Probability sampling was used in selecting the guesthouses and non-probability sampling was adopted in selecting the guests or respondents who stayed at the selected guesthouses.

Stratified (probability) sampling was used to select the guesthouses for the survey. Stratified sampling is a procedure in which the target population is separated into segments (strata) and a sample is selected from each segment (stratum) (Black 2012:228). Although different stratified sampling

methods exist, the proportionate method was adopted in the current study. In proportionate sampling, the number of elements allocated to the various strata is proportional to the representation of the strata in the target population. This implies that the size of the sample drawn from each stratum is proportionate to the relative size of that stratum in the target population (Black 2012:228-229). To ensure a proportional sample size, 51 guesthouses were included in the study, split among the four regions as tabulated in Table 6.2. The merits of using proportional stratified sampling are that a proportional number of guesthouses from each of the four regions was represented in the survey; and it allowed for reduced cost of data collection when compared to other sampling methods (Black 2012:229).

The proportional distribution of the number of guesthouses resulted in 24 guesthouses in Accra from the Greater Accra region, 15 from Kumasi in the Ashanti region, seven from Cape Coast located in the Central region, and five from Koforidua in the Eastern region (see Table 6.2). The number of questionnaires distributed to each city has also been indicated in Table 6.2.

TABLE 6.2
POPULATION AND SAMPLE SIZE

| Regions | Number of registered guesthouses | | | | Questionnaires distributed |
|-----------------------------|----------------------------------|------------|-----------------------|------------|----------------------------|
| | Population (N) | | Sample (n) | | |
| | Number of guesthouses | Percentage | Number of guesthouses | Percentage | |
| Greater Accra (Accra) | 181 | 47.8 | 24 | 47.1 | 306 |
| Ashanti region (Kumasi) | 110 | 29.0 | 15 | 29.4 | 191 |
| Central region (Cape Coast) | 50 | 13.2 | 7 | 13.7 | 89 |
| Eastern region (Kumasi) | 38 | 10.0 | 5 | 9.8 | 64 |
| Total | 379 | 100.0 | 51 | 100.0 | 650 |

Convenience (non-probability) sampling was utilised to select the respondents from the guesthouses. Convenience sampling involves using individuals that are available and who consent to participate in the survey (Martella, Nelson, Morgan & Marchand-Martella 2013:130). The convenience sample was used to select the respondents based on its merit of being the

easiest method to obtain a large number of completed questionnaires quickly and economically (Martella *et al.* 2013:130). Since most guesthouse-stay decisions are made by individuals over the age of 18, no minor was included as a participant in the study.

6.6 DATA ANALYSIS

Analysis of data involves organising collected data in a way to answer the research question. As data alone do not answer the research question, Houser (2008:272) asserts that once the data have been collected, it is essential to make sense of it by organising and coding the information to accelerate the analysis thereof. The stages of data analysis adopted in the current study are subsequently described.

6.6.1 Cleaning the data

Chakrapani (2000:101) recommends that once the raw data is obtained, it is necessary to clean the data, as clean data are important for ensuring quality analysis and interpretation. Other authors such as Bajpai (2011:194) and Aaker and McLoughlin (2007:43) add that quality of data analysis and interpretation largely depends on clean data.

In the current study, the questionnaires received from respondents were carefully checked for illegible answers, possible errors (such as double answers provided), and incomplete answers. Questionnaires containing these shortcomings were excluded from the analysis. A total of 541 useable questionnaires were obtained from 650 guests conveniently selected from the 51 guesthouses.

6.6.2 Converting data to analysis format

Once the data were cleaned, the next procedure involved converting the data into analysis format (Chakrapani 2000: 101). Codes were assigned to the items in the questionnaire and captured in Excel. Thereafter, the captured data were inspected for possible errors that may have been made during the capturing process (e.g. entering wrong digits and omissions). After the data had been captured and inspected by the researcher, a statistician was engaged in the statistical analysis process.

6.6.3 Performing statistical analysis

According to Howell (2008:5) and Keller (2008:96), quantitative research results can be analysed in two ways: descriptive and inferential. Both descriptive and inferential analysis were utilised in the study. Statistica Version 12 was used to perform the data analysis. A report of each statistical analysis method is provided in the remainder of Section 6.6.3.

6.6.3.1 Descriptive statistics

Rovai, Baker, and Ponton (2014:132) assert that the first step in data analysis is to describe the data using descriptive statistics. Descriptive statistics are used to summarise large datasets and to detect patterns in the data, allowing for further inferential statistics to be conducted (Brandimarte 2011:197). The following procedures were followed in reporting the descriptive statistics for the current study. The results following the analysis are reported in Chapter 7.

- (a) Descriptive statistics for continuous variables (characteristics of the data)

Descriptive statistics involve a report on the mean, mode, median, and standard deviation associated with the data. The mean reports the average scores of a distribution; the mode indicates the value that occurs most frequently; and the median is the middle score in the distribution (Healey 2013:62). The standard deviation indicates how responses deviate from the average value of the responses (Huck 2012:206). An overview of the characteristics of data for the current study is provided in Section 7.2.

- (b) Assessment of the normality of the data

The data obtained was subjected to normality assessment (skewness and kurtosis) to determine whether the sampling distribution was normal and whether distribution of the means across samples was normal (Crowe & Feinberg 2001:8-9). Skewness is a measure of symmetry or lack of symmetry and kurtosis is the parameter that describes the shape of the distribution (Ghasemi & Zahediasl 2012:487). The result of the normality tests is reported in Section 7.2.

- (c) Descriptive statistics for categorical variables (profile of the participants)

Categorical variables involved reporting the frequency counts and percentages for variables such as gender, age, and country of permanent residence. It has to be noted that the findings regarding the profile of the participants were mostly expressed in terms of frequency distribution tables and graphs. The results are shown in Section 7.3.2.

6.6.3.2 Inferential statistics

After the descriptive analysis, inferential analyses were performed. Statistics resulting from the inferential analysis include techniques that allow for testing of hypotheses about a population, and determining the probability that the results obtained from the analysis can be generalised to a larger population (Nestor & Schutt 2015:23). Keller (2008:96-98) asserts that inferential analyses are used to make generalisations about a larger group of the population from which a sample is taken, to estimate or draw conclusions about a population, or to make predictions about future events or states of affairs. The techniques of inferential analysis adopted in the current research are explained below.

(a) Factor analysis

Tustin, Ligthelm, Martins, and Van Wyk (2005:668) explain that a factor analysis is used to investigate latent variables that are presumed to underlie a set of manifest variables. In other words, the technique is used to reduce the data (Malhotra 2010:643). The interpretation of a factor analysis is facilitated by identifying the items that have sufficient loadings on the same factor. In essence, that factor can then be interpreted by means of the items that load high on it (Malhotra 2010:645). After a set of factors has been identified, it is natural to proceed and use the factors as predictors or outcome variables in further analyses such as structural equation modelling (Cudeck & MacCallum 2007:62).

The dimensions measuring experience quality and experience value were sourced from already validated research outcomes and the results of the pilot study supported the theoretical underpinnings. Exploratory factor analysis was performed on the 48 items to determine the latent number of factors (Huck 2012:484). The Principal component analysis was used at the factor extraction stage and the oblique technique at the rotation stage. The

minimum loading deemed significant to retain an item was 0.300. A second-order factor analysis was also conducted to investigate the loading of the proposed value dimensions. A second-order factor analysis provides a test of the extent to which statistically significant second-order factors are present, and assists researchers in comparing and identifying the best conceptual number and composition of factors (Cudeck & MacCallum 2007:62). In principle, the second-order factor analysis provides a good account of the data (Cudeck & MacCallum 2007:62). A two-factor solution for experience quality and experience value dimensions was first performed and the results showed that all the variables significantly load on both factors (see Section 7.6). In addition, neither of the factors explained more than 5% of the variance. Thereafter, eigenvalues extraction was undertaken to determine the number of factors in the principal component analysis. Only factors with an eigenvalue greater than 1.0 were included in the current study (Malhotra 2010:643). The second-order factor analysis resulted in only one factor (see Section 7.6).

(b) Correlations

A correlation analysis deals with the association between two or more variables (Siddiqui 2011:198) and helps in determining the strength of the relationship between the variables (Graham 2011:6). The results can enhance decisions for the future course of action (Siddiqui 2011:199).

Pearson Product Moment Correlation was used in the current study to determine the strength of the relationships among the identified dimensions of the experience, overall satisfaction, and behavioural intentions. According to Bryman and Bell (2011:347) the coefficient of a relationship will lie between 0 and 1. Zero coefficients imply that there is no relationship between the two variables, while a coefficient of 1 implies a perfect relationship. The closer the coefficient is to 1, the stronger the relationship; and the closer the relationship is to 0, the weaker the relationship. The

coefficient will either be positive or negative to show the direction of the relationship (Bryman & Bell 2011:347). The results of this analysis can be found in Table 7.14.

Further analysis was performed to determine which of the factors exerts the strongest impact on satisfaction. This was based on the correlations between the experience dimensions and overall satisfaction (see Section 7.10 for the results). To compare the correlations between the dimensions and satisfaction, first, each correlation coefficient was converted into a z-score using Fisher's r-to-z transformation. Thereafter, the obtained values were entered onto the calculator. The outcome of the results of the ranked-order correlations can be found in Table 7.36.

(c) Effect of the respondent profile

The objective of this section in the study was to measure the influence of various independent demographic variables, such as the respondent's age, gender, and level of education, on the identified dimensions of the experience, satisfaction, and behavioural intentions (dependent variables). To achieve this objective, Analysis of Variance (ANOVA) was performed. ANOVA is a statistical method used for determining whether significant differences exist between two or more sample means (Keller 2008:514). Different types of ANOVA exist, namely: one-way or univariate, two-way ANOVA, repeated measures ANOVA, and multivariate ANOVA (Huck 2012:237). A univariate ANOVA procedure was followed in the current study and five profile variables (gender, age, number of visits to the guesthouse, respondent's level of education, and respondent's primary purpose of visiting the guesthouse) were selected to examine their influence on the identified dimensions of the guesthouse experience. The test statistics for ANOVA is the F ratio. If the null hypothesis is true, there should be no difference between the population means, and the F ratio should be close to 1. If the population means are not equal, the F ratio should be greater than 1 (Cooper

& Schindler 2007:516-517). The results of the ANOVA tests are presented in Section 7.8.

Scheffé post-hoc tests were conducted to understand the true pattern of the population means (Huck 2012:258). Cohen's d-value indicated in the post-hoc results explains the size effect index, or the practical significance of the difference in the means. Cohen's d-values of below 0.20 are regarded as small effect sizes; above 0.80 as large effect sizes and above 0.20 but below 0.80 as medium effect sizes (McMillan & Schumacher 2006:295). The results of the post-hoc analysis are also presented in Section 7.8. A significance level of $p < 0.05$ was chosen for the ANOVA and Scheffé post-hoc test.

(d) Multiple Regression Analysis

In order to classify the identified experience dimensions into the three-factor theory of satisfaction, a Multiple Regression Analysis (MRA) was undertaken. Multiple Regression is a tool for predicting the dependent variable based on several independent or explanatory variables (Cooper & Schindler 2007:575) and, as such, it allows for the simultaneous investigation of the effect of two or more independent variables on a single dependent variable (Han 2006:125). The coefficient of multiple determinations (R^2) determines the percentage (%) of the variation in the dependent variable that can be explained by variations in the independent (predictor) variables. The coefficient can vary between 0 and 1 (Hair, Anderson, Tatham & Black 1998:143). If found to be significant, the standardised regression coefficients or Beta-coefficients of each independent variable can be used to show the relative contribution that each independent variable makes to the explanatory power of the equation (Cooper & Schindler 2007: 576-577).

An adapted version of the procedure followed by Füller and Matzler (2008:121) was used in the current study to classify the identified experience dimensions according to the three-factor theory of satisfaction, namely:

basic, excitement, and performance satisfiers. The procedure involved the adoption of regression analysis with dummy variables to obtain the factor structure of customer satisfaction, asymmetric relationships between the satisfaction factors, and overall satisfaction.

According to Füller and Matzler (2008:121) asymmetries can be found by making one set of dummy variables to represent dissatisfiers and another set of dummy variables to represent satisfiers. Thereafter, summed factor scores are obtained as follows: factor score values in the lower tertile are used to form one dummy variable to quantify dissatisfiers (value of 1), while factor values in the upper tertile are used to form the second dummy variable to quantify satisfiers (value of 1). Based on the values obtained for these recordings, a multiple regression analysis is conducted to quantify the asymmetric effects. Consequently, for each factor, two regression coefficients are achieved. The first coefficient shows the impact of the factor on overall satisfaction when satisfaction with the factor is high, and the other coefficient shows the impact when satisfaction is low. A factor is classified as a basic satisfier when the ratio of the coefficient is below 1, and as an excitement satisfier when the ratio of the coefficient is greater than 1. Finally, a factor is classified as a performance satisfier when the ratio of the coefficients is 1 or close to 1 (Füller & Matzler 2008:122).

Füller and Matzler's (2008:121-122) methodology formed the basis for classifying the experience dimensions according to the three-factor theory of satisfaction. However, a number of concerns were identified with respect to the procedure suggested by Füller and Matzler (2008:122). Firstly, it was argued that the regression coefficients in multiple regressions do not necessarily reflect the true direction and level of the relationship between predictors and the dependent variable. This is especially true when the predictors are correlated (co-linearity) as in this study. Co-linearity refers to correlation among the independent variables (Pankratz 1991:97). For

example, in the correlation analyses of the current study, all the dimensions measuring *experience quality* and *experience value* were inter-correlated.

The second concern relates to basing the classification on a ratio. This might be unsound given that inflated results will be obtained if the dominator is close to zero. Instead of basing the classification of the variables on a ratio, the classifications in the current study were based on the sum of the coefficients. It was assumed that if the coefficient for the dissatisfaction dummy variable is negative, and that of the satisfaction dummy variable is positive, and thus if the sum of the coefficients is positive, then the factor cannot be classified as a basic satisfier, which leaves the factor to be either a *hybrid* or an *excitement* factor. If the sum of the coefficients is negative, then the classification cannot be an excitement factor, which suggests the factor is either *basic* or a *hybrid*.

Finally, according to the three-factor theory, factors are supposed to be classified as *hybrid* if the regression coefficients are equal (ratio=1) or close to one. However, given that the coefficients are continuous variables, it was argued that the probability of any two of them being equal is zero. Thus no factor can be classified as *hybrid* using this method. Furthermore, no guideline was given as part of the three-factor theory as to what constitutes a value of close to one. The current study proposed following the 'sum of coefficients' approach. This implies that if the sum of the regression coefficients for a factor is less than -0.5, but more than -1, the factor is classified as a *basic satisfier*. A factor is classified as a *performance (hybrid)* factor when the sum of the regression coefficients is in an interval between -0.50 and +0.50. A factor is classified as an *excitement satisfier* when the sum of the regression coefficients is greater than +0.50. The results of the classification of the experience dimensions according to the 'three-factor' satisfaction model are presented in Section 7.9.

6.7 STRUCTURAL EQUATION MODELLING (SEM)

The final section of the analysis of data involves structural equation modelling. Structural Equation Modelling (SEM) is a collection of statistical techniques that allow a set of relationships between one or more independent variables, either continuous or discrete, and one or more dependent variables, either continuous or discrete, to be examined (Tabachnick & Fidell 2014:731). SEM is an extension of the conventional linear model of which multiple regressions is an aspect, but is a more powerful alternative to other multivariate techniques (Cooper & Schindler 2007:584). SEM implies a structure for the covariances between observed variables and accordingly it is sometimes called covariance structure modelling, but it is more commonly referred to as linear structural relations or LISREL (Cooper& Schindler 2007:583).

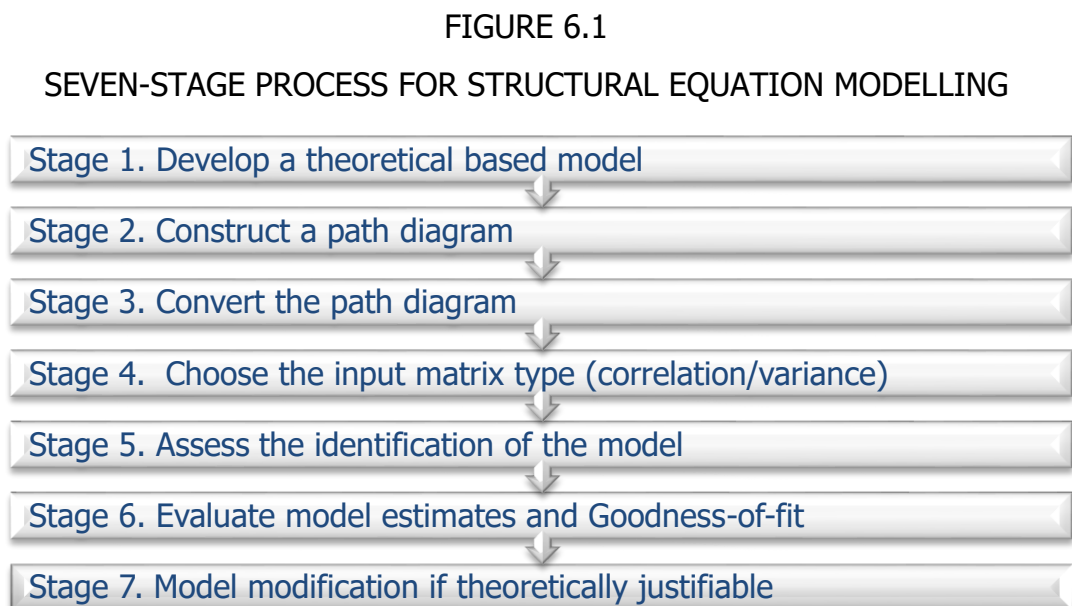
SEM is perhaps one of the most commonly used evaluation techniques in different fields of study and is considered the dominant multivariate technique (Cooper & Schindler 2007:583; Hair *et al.* 1998:578). SEM provides researchers with the ability to accommodate multiple interrelated dependence relationships in a single model, and thus provides a transition from exploratory to confirmatory analysis. This transition corresponds with efforts in all fields of study towards developing a more systematic and holistic view of problems (Hair *et al.* 1998:586). SEM encourages confirmatory rather than exploratory modelling and is thus suited to theory testing, rather than theory development (Garson 2006:14).

In addition to the strength of theory testing SEM has two major characteristics that make it superior to other multivariate techniques (Hair *et al.* 2006:734). The first characteristic is that multiple and interrelated dependence relationships can be estimated simultaneously. Secondly, SEM has the ability to incorporate latent variables into the analysis and to account for measurement error in the estimation process. The estimated latent

variables in the model allow the investigator to capture measurements that are not reliable in the model, thus allowing the structural relations between latent variables to be accurately estimated (Cooper & Schindler 2007:584; Hair, Black *et al.* 2006:712). SEM allows the researcher to assess both measurement properties and tests for key theoretical relationships in one technique (Hair, Black *et al.* 2006:706).

6.7.1 Stages in SEM

The SEM process involves two steps, namely validating the measurement model and fitting the structural model. The former is achieved through confirmatory factor analysis, while the latter is accomplished through path analysis with latent variables (Garson 2006:15). The measurement model shows how measured variables come together to represent constructs, and the structural model shows how constructs are associated with each other (Hair *et al.* 2006:714). Hair, Black *et al.* (1998:592) propose a seven stage model building approach. These processes are diagrammatically shown in Figure 6.1 and briefly discussed in the following sub-sections. In addition, the implementation of each of the stages in the current study is described.



Source: Adapted from Hair *et al.* (1998:593, 602)

Stage 1: Developing a theoretical based model

The first stage in SEM is based on establishing causal relations, in which the change in one variable is assumed to result in a change in another variable. The strength and conviction with which the researcher can assume causation between two variables lies not in the analytical methods chosen but in the theoretical justification provided to support the analyses (Hair *et al.* 1998:592). The theoretical justification of the model is thus the foundation that defines the method in structural equation analysis (Hair *et al.* 1998:592,593).

In Chapter 1 of the current study, a theoretical framework for measuring overall satisfaction was presented. It incorporates the concept of experience quality, and experience value with their dimensions, and overall satisfaction. Causation between the variables (Figure 1.1) were assumed based on theoretical justification, and several hypotheses were formulated accordingly. However, the anticipated relationships were not confirmed and an adapted model was specified and tested (see Figure 7.4).

Stage 2 Constructing a path diagram of causal relationships

Constructing a path diagram in SEM encompasses visual illustrations of the predictive relationships among the dependent and independent constructs, the associative relationships among constructs, and their indicators (Hair *et al.* 1998:594). Constructs, referred to as *latent variables* in SEM, are also known as unobserved variables or factors. *Latent variables* are measured by their respective indicators (observed variables) and include independent intervening, and dependent variables (Garson 2006:5). When portrayed in the model, ellipses represent latent variables, and rectangles represent observed variables (Cooper & Schindler 2007:584). A straight arrow in the path diagram indicates a direct causal relationship from one construct to another. A curved arrow (or a line without arrowheads) between constructs

indicates a correlation between constructs. A straight arrow with two heads indicates a nonrecursive, or reciprocal, relationship between constructs. It is important to also state that all constructs in a path diagram can be categorised into either exogenous or endogenous variables. Exogenous constructs, also known as independent variables, are not 'caused' or predicted by any other variables in the model, therefore, there are no arrows pointing to these constructs. On the other hand, endogenous constructs are predicted by one or more other constructs (Hair *et al.* 1998:595-596). Endogenous constructs are both intervening variables (variables which are both effects of other exogenous or intervening variables, and are causes of other dependent variables), and pure dependent variables (Garson 2006:15). The path diagram proposed for the current study is presented in Chapter 7, Section 7.11.

Stage 3 Converting the path diagram into a set of structural and measurement models

Once the theoretical model has been developed and portrayed in a path diagram, the next step would be to specify the model in more formal terms. This is done through a series of equations that define, firstly the structural equations linking constructs, secondly, the measurement model specifying which variables measure which constructs, and finally, a set of matrices indicating any hypothesised correlations among the constructs or variables (Hair *et al.* 1998:596).

In the structural model, each hypothesised effect of an independent construct on a dependent construct or a dependent construct on another dependent construct, is expressed as an equation. For each equation, a structural coefficient (b) is estimated, and an error term (ϵ) is included to provide for the sum of the effects of specification and random measurement error (Hair *et al.* 1998:597). The specification of the measurement model, which indicates which variables measure which constructs in the structural

model, precedes the structural equation model. In the current study these variables, referred to as observed variables, were identified through exploratory factor analysis (as explained in Section 7.6). The specification of the measurement model is similar to exploratory factor analysis but differs in that the number of factors and the items loading on each factor must be known and specified before the analysis can be conducted (Garson 2006:15; Hair, Black *et al.* 2006:772).

After establishing the structural and measurement models, the next step is to estimate the reliabilities of the indicators and of the overall constructs (Hair *et al.* 1998:599). In the current study, it was estimated that an observed construct is reliable if the p-values associated with each of the loadings exceeded the critical value for the 5% significance level, as well as the 1% significance level (Venter 2003:292; Hair *et al.* 1998:623).

The software programme IBM SPSS Amos Version 23 was used in the current study to convert the path diagrams into structural equations and measurement models (see Section 7.11).

Stage 4 Choosing the input matrix type and estimating the proposed model

The fourth stage involved in SEM construction is to select the input matrix (covariance or correlations) for the model estimation, and to estimate the structural and measurement models. Although some of the assumptions of SEM are achieved (e.g. correlation analysis), it is still important to examine the distributional characteristics, particularly normality and kurtosis. If no variable is found to have a significant departure from normality or pronounced kurtosis, then all variables are deemed suitable for use (Hair *et al.* 1998:631). Normality is the most fundamental assumption in multivariate analysis (Hair, Black *et al.* 2006:79). SEM is particularly sensitive to the distributional nature of the data, especially the departure from multivariate

normality or a strong kurtosis (skewness) in the data. A lack of multivariate normality is troublesome because it substantially inflates the chi-square statistic and creates upward bias in values critical for determining coefficient significance (Hair *et al.* 1998:601). The normality of the data in the current study was assessed by means of a test of Univariate and Multivariate normality. The software programme IBM SPSS Amos Version 23 was used for this purpose. The data was found to be slightly skewed and not normally distributed.

Structural equation analysis uses either the variance-covariance or the correlation matrix as its input data type. Based on the recommendation of Hair, Black *et al.* (2006:738) and the research question being addressed, for the purpose of the current study a covariance matrix of all the indicators in the model was used as the data input type. Covariance matrices contain relatively greater information context and thus provide the researcher with more flexibility (Hair, Black *et al.* 2006:738).

After the structural model had been specified and the input data type selected, estimates of free parameters from the observed data had to be obtained. The software programme IBM SPSS Amos Version 23 was used for these estimations in the current study. Parameter estimation is done, for example, by comparing the actual covariance matrices, representing the relationships between variables, and the estimated covariance matrices of the best-fitting model.

Stage 5 Assessing the identification of the structural model

The fifth stage involves assessing whether the software programme used has produced meaningless or illogical results in the identification of the structural model (Hair, Black *et al.* 2006:791). In order to establish this, attention is given to the identification problem, which refers to the inability of the proposed model to generate unique estimates.

According to Hair *et al.* (1998:608-609), no single rule exists that establishes the identification of a model. However, several are available. The simplest of these is the three-measure rule, which asserts that any constructs with three or more indicators will be sufficient for SEM. In the current study, no single construct had fewer than three indicators, indicating a reduced risk of model identification problems.

Stage 6 Evaluating goodness-of-fit criteria

Once the model is established as providing acceptable estimates, the goodness-of-fit must then be assessed. The assessment establishes the extent to which the data and the theoretical models meet the assumptions of SEM (Hair *et al.* 1998:610). Goodness-of-fit measures the correspondence of the actual or observed input (covariance or correlation) matrix with that predicted from the proposed model (Hair *et al.* 1998:610). An acceptable level of overall goodness-of-fit does not guarantee that all constructs will meet the requirements for measurement model fit, or that the structural model is certain to be fully supported, but only that it is one of several possible acceptable models (Hair, Black *et al.* 2006:732). Measurement model validity depends on the goodness-of-fit for the measurement model, and specific evidence of construct validity (Hair, Black *et al.* 2006:745). It is recommended that the closer the structural model goodness-of-fit approaches the measurement model, the better the structural model fit will be (Hair *et al.* 2006:756).

The most commonly used model-fit evaluations include the Chi-square statistic (χ^2), the Goodness-of-fit index (GFI), the Adjusted Goodness-of-fit index (AGFI), and the Root-Mean Square Residual (RMR) (Hair *et al.* 1998:633). Jaccard and Wan (1996:87) recommend the use of at least three fit tests from different categories so as to reflect diverse criteria, whereas Kline (1998:130) recommends at least four tests. Garson (2006:15) opines that no consensus yet exists on exactly which indices to report, but reporting

on all should be avoided. Evaluating model sufficiency must be based on multiple criteria to take into account theoretical, statistical, and practical considerations (Grimm & Yarnold 2000:271).

Goodness-of-fit tests are used to determine whether the model should be rejected. If the model is not rejected, the path coefficients in the model can be analysed and interpreted. A 'good-fit' is not the same as strength of relationship. One could have perfect fit when all variables in the model are totally uncorrelated. Researchers should thus not only report goodness-of-fit measures but also report on the structural coefficients so that the strength of paths in the model can be assessed (Cooper & Schindler 2007:584).

In order to establish the overall fit of the proposed model of the dimensions influencing the customer experience and its impact on overall satisfaction in the current study, the following measures were employed: the Bentler-Bonnet Scaled Chi-Square (χ^2), the normed Chi-square (the ratio of Chi-square to degrees of freedom (χ^2/df)), the Root Mean Square Error of Approximation (RMSEA), and the 95% confidence interval for RMSEA. The fit indices, reflecting the degree to which the structural equation model (both the measurement and the structural model) fits the sample data in the current study, are reported in Chapter 7, Section 7.11.

Stage 7 Interpreting and modifying the model

The final stage of SEM involves interpreting the results in both empirical and practical terms, as well as examining the results for any potential model modifications. Model respecification usually follows the estimation of a model with indications of poor fit. This is done in order to maximise the fit, thereby estimating the most likely relationships between variables. Respecifying the model requires that the researcher fix parameters that were formerly free or free parameters that were formerly fixed (Cooper & Schindler 2007:584). In addition, model respecification involves the process of adding or deleting

estimated parameters from the original model. Such modifications should be made with great care and only after theoretical justification has been obtained for what is deemed empirically significant (Hair *et al.* 1998:614).

Good model fit alone is insufficient to support a proposed structural theory. The individual parameter estimates that represent each hypothesis must also be examined. A theoretical model is supported and considered valid to the extent that the parameter estimates are statistically significant and in the predicted direction (Hair, Black *et al.* 2006:758, 847).

In the current study, the χ^2/df , RMSEA and AGFI indices indicated an acceptable fit between the model and the observed data (see Section 7.11.2).

6.8 ETHICAL CONSIDERATIONS

Another important feature of the research process is adherence to good ethical practice. Drew, Hardman, and Hosp (2008:79) define ethics in research as a moral obligation to protect participants from harm, unnecessary invasion of privacy, and the promotion of well-being. Harm in the context of research ethics includes extreme physical pain or death, psychological stress, personal embarrassment or humiliation that may affect participants in a significant manner (Drew *et al.* 2008:79). Prior to the data collection process, the questionnaire together with the methodology were subjected to ethical scrutiny by the Ethics Committee of the Nelson Mandela Metropolitan University. Ethical approval was granted on 27th March 2014 (see Annexure D), and it was determined that the study would not violate any ethical issue pertaining to humans. Thereafter three ethical considerations, namely confidentiality, informed consent, and voluntary participation were observed during the data collection process.

Confidentiality encompasses the right to privacy, and functions as a precautionary principle (Punch 2014:47). Privacy in the context of research refers to the participants' right to control the disclosure of what is deemed to be personal or non-public information. The right to privacy also involves the right of the participant to be free from any research intervention that may be construed as unwelcome and intrusive, and to withhold any information that is sensitive (Punch 2014:47).

The confidentiality of information obtained was regarded as an important component of the current research. During the survey process, the researcher ensured that all interactions with guests, and the completion of the questionnaires, were based on the respondents' choice to disclose information to the researcher. The respondents were also assured that their responses to the questions would be treated with a high level of confidentiality. To achieve this, no information that would identify respondents in the survey was requested. Respondents were informed that only aggregate results would be reported.

Another important ethical issue observed in the current study was obtaining the consent of participants. Informed consent is a process in which a participant agrees to take part in a survey after being informed of the benefits of the study, the procedure, and any risks involved (Hammersley & Traianou 2012:99). Ideally, once the participant has been provided with enough information regarding the study, the participant gives full and conscious consent to continue with the study (Hammersley & Traianou 2012:99).

Two procedures were adopted to obtain the consent of participants and the permission from guesthouse managers. The first procedure involved obtaining the necessary permission from the guesthouse managers after thoroughly and truthfully informing them about the purpose of the survey and the investigation. An initial letter (see Annexure A) was sent via email to

individual guesthouse managers seeking permission to conduct the survey at their premises. Only a few responses were received. A follow-up personal visit was made by the researcher to those guesthouses managers who did not respond to the email. The second procedure involved obtaining the consent of the participants before the survey. As mentioned before, the questionnaire was accompanied by a covering letter explaining the benefits of the study. In addition, the covering letter was also designed to seek the consent of the respondents before recruiting them in the survey. Only respondents who agreed to participate in the survey completed the questionnaire.

The final ethical consideration observed in the current survey was voluntary participation. According to Panter and Sterba (2011:82), the principle of voluntary participation requires that participants should not be forced into participating in a research study. Drew *et al.* (2008:79-80) recommend that participation in all research should be voluntary. There should be no coercion or deception. The researcher ensured that respondents participated voluntarily. Upon handing the questionnaire to respondents, they were informed that they have the right to withdraw from the survey at any time if they feel they do not want to continue participation in the survey. The respondents were also given the right to ask questions and obtain further clarity to the questions asked in the questionnaire.

6.9 SUMMARY

In this chapter, the research design and methodology used in the current study were discussed. A quantitative research methodology was adopted for the study. A stratified random sampling method was utilised to select the 51 guesthouses proportionally divided among the four cities chosen for the study. Five hundred and forty one usable questionnaires were obtained.

The data obtained were analysed and presented using both descriptive and inferential statistics. Descriptive statistics resulting from the data analysis include the characteristics of the data, assessment of the normality of the data, and the profile of the participants. In addition, various statistical methods associated with inferential analysis were used such as ANOVA, post-hoc Scheffé tests, factor analysis, multiple regression analysis, and structural equation modelling. The following chapter will present the empirical results and the interpretation thereof.

CHAPTER 7

EMPIRICAL RESULTS

7.1 INTRODUCTION

Chapter 6 provided an explanation of the research design and methods used in the study. As emphasised in Chapter 6, the empirical data collected during the course of the current study were subjected to a variety of different statistical analyses. The objective of the current chapter is to present the outcomes of these analyses.

Chapter 7 commences with a report on the characteristics of the data. This is followed by a presentation of the response rate and respondent profile. Next, the descriptive statistics of the items intended to measure guests' perceptions of their guesthouse experience, and their level of overall satisfaction are reported. This is followed by descriptive statistics relevant to the identified dimensions. The influence of various profile variables on the different dimensions is assessed by means of analysis of variance (ANOVA) and Scheffé post-hoc analysis. These results help address Objective 4 of the study, namely to investigate guests' perceptions of the quality, value, and overall satisfaction associated with their guesthouse experience, and examine the relationship between the selected profile variables, and the dimensions of experience quality, experience value, and satisfaction. Thereafter, the results of the Factor analysis, and the classification of the experience dimensions into different satisfaction categories are presented. These results helped achieve Objective 5, namely to categorise experience quality and experience value dimensions in a manner that can help guesthouse managers decide where to allocate resources. The results also relate to Objective 6, namely to determine the relationship between experience quality, experience value, and overall satisfaction. The final set of results presents the outcome of a Structural Equation Modelling (SEM).

7.2 CHARACTERISTICS OF THE DATA

This section summarises the characteristics of the data, describing the dimensions of experience quality and experience value, and overall satisfaction. The central tendency and dispersion of the data are provided first, followed by results of assessing the normality of the data.

7.2.1 Central tendency and dispersion

Table 7.1 presents a summary of the distribution of the data obtained for the scaled items in the questionnaire (Section A) and for experience quality and experience value dimensions. This table indicates that all the mean scores were between 3.00 and 4.00 on the 5-point scale. The standard deviations ranged from 0.74 to 1.00, the minimum values ranged from 1.00 to 1.52, and the maximum values equalled 5.00, except for experience quality. The median values for all the dimensions were slightly above the mean scores, implying that the data obtained is not symmetrical, but slightly negatively skewed.

TABLE 7.1
CENTRAL TENDENCY AND DISPERSION OF DATA

| Dimensions | Mean | SD | Minimum | Quartile 1 | Median | Quartile 3 | Maximum |
|----------------------|------|------|---------|---------------|--------|---------------|---------|
| Hedonics | 3.51 | 0.85 | 1.00 | 3.00 | 3.75 | 4.25 | 5.00 |
| Peace of mind | 3.79 | 0.80 | 1.50 | 3.25 | 4.00 | 4.50 | 5.00 |
| Involvement | 3.49 | 0.89 | 1.00 | 3.00 | 3.50 | 4.25 | 5.00 |
| Recognition | 3.40 | 0.90 | 1.00 | 3.00 | 3.50 | 4.00 | 5.00 |
| Atmospherics | 3.83 | 0.76 | 1.50 | 3.38 | 4.00 | 4.38 | 5.00 |
| Enjoyment | 3.65 | 0.82 | 1.25 | 3.00 | 3.75 | 4.25 | 5.00 |
| Entertainment | 3.59 | 0.89 | 1.00 | 3.00 | 3.75 | 4.25 | 5.00 |
| Escape | 3.18 | 0.85 | 1.00 | 2.50 | 3.25 | 3.75 | 5.00 |
| Efficiency | 3.62 | 0.85 | 1.00 | 3.00 | 3.75 | 4.25 | 5.00 |
| Excellence | 3.64 | 0.88 | 1.25 | 3.00 | 4.00 | 4.25 | 5.00 |
| Economic value | 3.69 | 0.86 | 1.25 | 3.25 | 4.00 | 4.25 | 5.00 |
| Experience quality | 3.55 | 0.76 | 1.25 | 3.06 | 3.69 | 4.13 | 4.88 |
| Experience value | 3.60 | 0.74 | 1.52 | 3.18 | 3.77 | 4.13 | 5.00 |
| Overall satisfaction | 3.75 | 0.97 | 1.00 | 3.00 | 4.00 | 4.50 | 5.00 |

7.2.2 Assessment of the normality of the data

The normality of the data was assessed using the Shapiro-Wilk test. The results are displayed in Table 7.2. This table indicates a negatively skewed data distribution and implies that the data are not normally distributed due to non-zero skewness and kurtosis.

TABLE 7.2
NORMALITY TESTS FOR THE DATA

| Dimensions | Mean | SD | Skewness | Kurtosis | Shapiro-Wilk Test | |
|----------------------|------|------|----------|----------|-------------------|--------|
| | | | | | W | P |
| Hedonics | 3.51 | 0.85 | -0.515 | -0.320 | 0.964 | <.0005 |
| Peace of mind | 3.79 | 0.80 | -0.501 | -0.458 | 0.956 | <.0005 |
| Involvement | 3.49 | 0.89 | -0.559 | -0.190 | 0.962 | <.0005 |
| Recognition | 3.40 | 0.90 | -0.545 | -0.264 | 0.962 | <.0005 |
| Atmospherics | 3.83 | 0.76 | -0.826 | 0.197 | 0.941 | <.0005 |
| Enjoyment | 3.65 | 0.82 | -0.657 | 0.028 | 0.952 | <.0005 |
| Entertainment | 3.59 | 0.89 | -0.647 | -0.090 | 0.948 | <.0005 |
| Escape | 3.18 | 0.85 | -0.039 | -0.330 | 0.984 | <.0005 |
| Efficiency | 3.62 | 0.85 | -0.696 | -0.040 | 0.943 | <.0005 |
| Excellence | 3.64 | 0.88 | -0.646 | -0.332 | 0.942 | <.0005 |
| Economic value | 3.69 | 0.86 | -0.796 | 0.044 | 0.935 | <.0005 |
| Experience quality | 3.55 | 0.76 | -0.638 | -0.371 | 0.951 | <.0005 |
| Experience value | 3.60 | 0.74 | -0.633 | -0.276 | 0.955 | <.0005 |
| Overall satisfaction | 3.75 | 0.97 | -0.716 | -0.166 | 0.918 | <.0005 |

**P<0.05*

7.3 RESPONSE RATE AND RESPONDENTS' PROFILES

In this section, the response rate achieved for the study is reported, followed by information regarding the respondents' profiles.

7.3.1 Response rate

A total of 650 questionnaires were distributed. Five hundred and forty one usable questionnaires were received from the guesthouse guests,

representing a response rate of 83%. The analysis of the data is based on these 541 responses.

7.3.2 Profile of respondents

Questions B1, B2, and B3 of the questionnaire (Annexure B) requested respondents (guesthouse guests) to indicate their gender, age, and country of permanent residence. The results are shown in Table 7.3.

TABLE 7.3
GENDER, AGE, AND COUNTRY OF RESIDENCE

| | | Number of respondents | Percentage |
|--------------|--------------|-----------------------|--------------|
| Gender | Male | 314 | 58.0 |
| | Female | 227 | 42.0 |
| Total | | 541 | 100.0 |
| Age | 18-30 | 275 | 50.8 |
| | 31-40 | 130 | 24.0 |
| | 41-50 | 112 | 20.7 |
| | 51-60 | 22 | 4.1 |
| | 61 and older | 2 | 0.4 |
| Total | | 541 | 100.0 |
| Country | Ghana | 509 | 94.1 |
| | USA | 8 | 1.5 |
| | UK | 4 | 0.7 |
| | Nigeria | 14 | 2.6 |
| | Togo | 4 | 0.7 |
| | Poland | 1 | 0.2 |
| | Senegal | 1 | 0.2 |
| | Total | | 541 |

Table 7.3 shows that 58.0% of the respondents were males. Over 50% of the respondents were between 18-30 years of age. In terms of the country of residence (nationality), the vast majority of the respondents were Ghanaians.

Question B4 sought to determine the number of times that respondents have stayed in the guesthouse where the survey was being conducted. In addition, Question B5 asked guests to indicate the number of times that they

have stayed in other guesthouses in Ghana. The responses obtained are presented in Table 7.4.

TABLE 7.4
VISITS TO THIS GUESTHOUSE AND OTHER GUESTHOUSES

| | | Number of respondents | Percentage |
|-----------------------------|----------------------|-----------------------|--------------|
| Visits to this guesthouse | No previous visit | 151 | 27.9 |
| | 1-2 times | 186 | 34.4 |
| | 3-4 times | 135 | 24.9 |
| | More than four times | 69 | 12.8 |
| Total | | 541 | 100.0 |
| Visits to other guesthouses | No previous visit | 65 | 12.0 |
| | 1-2 times | 167 | 30.9 |
| | 3-4 times | 153 | 28.3 |
| | More than four times | 156 | 28.8 |
| Total | | 541 | 100.0 |

According to Table 7.4, 72.1% of the respondents were repeat visitors to the guesthouse, while only 12% had never stayed in any other guesthouse. These results show that the respondents generally had previous guesthouse experience.

Question B6 of the questionnaire sought information regarding guests' companions on their visit to the guesthouse. The results are presented in Figure 7.1.

FIGURE 7.1
FREQUENCY DISTRIBUTION: COMPANIONS



Emanating from Figure 7.1, is that many respondents (44%) were visiting the guesthouse with a friend or a colleague, while 28% were alone. Twenty three percent of the respondents visited the guesthouse with partners, while 5% was accompanied by their family.

Question B7 asked respondents to indicate their level of education. The results are tabulated in Table 7.5. It is evident from Table 7.5 that the greater number of the respondents (54.7%) who participated in the survey had tertiary education.

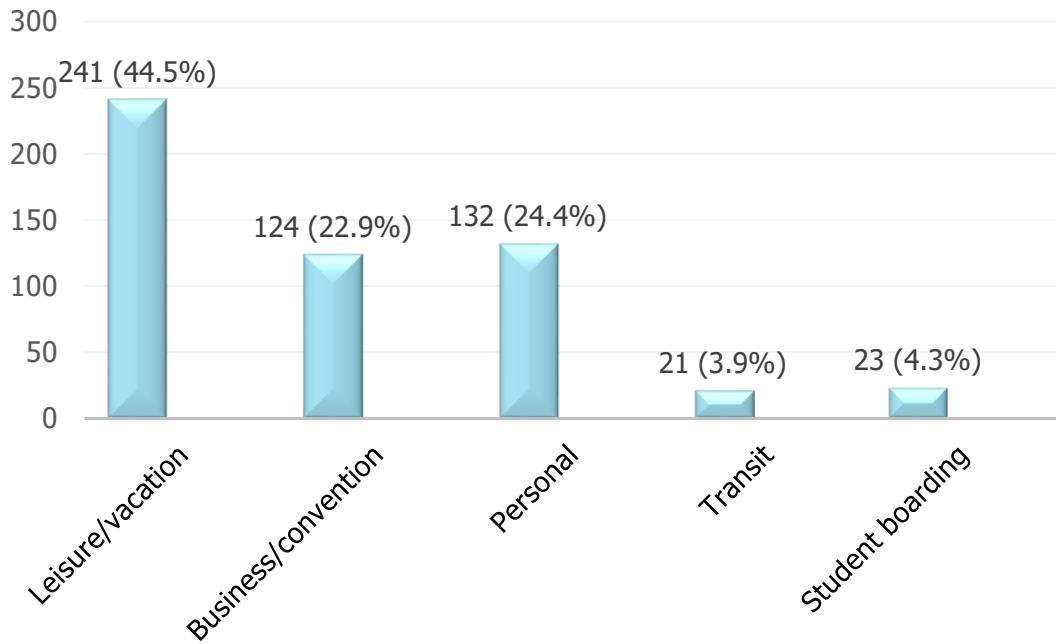
TABLE 7.5
FREQUENCY DISTRIBUTION: EDUCATION

| | | Number of respondents | Percentage |
|--------------|-----------------------------|-----------------------|--------------|
| Education | Less than high school | 25 | 4.6 |
| | High school | 220 | 40.7 |
| | Diploma/degree | 255 | 47.1 |
| | Post-graduate qualification | 41 | 7.6 |
| Total | | 541 | 100.0 |

Question B8 related to respondents' primary purpose of visit to the guesthouse. For the purposes of this study it is important to clarify the differences between business/convention and personal business. Business/convention referred to guests staying at the guesthouse and representing corporate/formal businesses/companies/institutions. Personal business, however, can be an individual who does not represent an organisation but visits the guesthouse while on a personal business trip. The responses obtained are shown in Figure 7.2. It emerged from the data that the largest proportion of respondents (44.5%) were visiting the guesthouse for leisure/vacation purposes.

FIGURE 7.2

RESPONDENTS' PRIMARY PURPOSE OF VISIT TO THE GUESTHOUSE



Question B9 requested respondents to indicate where they had obtained information regarding the guesthouse. The responses are presented in Table 7.6.

TABLE 7.6

FREQUENCY DISTRIBUTION: INFORMATION SOURCES

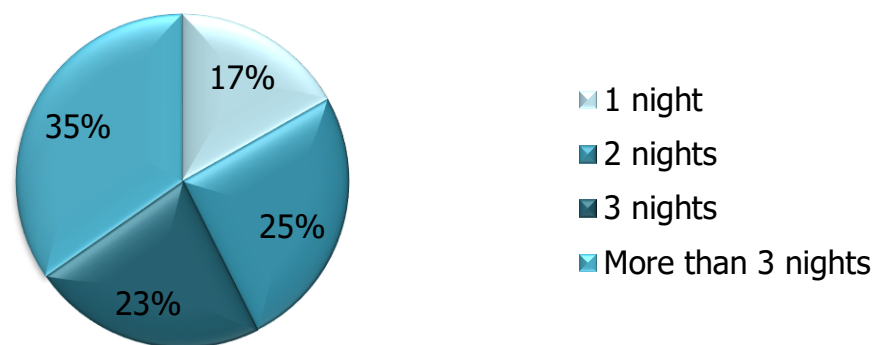
| | | Number of respondents | Percentage |
|---------------------|------------------------------|-----------------------|--------------|
| Information sources | Referral from friends/family | 259 | 47.9 |
| | Guesthouse brochure | 85 | 15.7 |
| | Websites/internet | 90 | 16.6 |
| | Travel agent | 47 | 8.7 |
| | Taxi driver | 60 | 11.1 |
| Total | | 541 | 100.0 |

According to Table 7.6, most respondents (47.9%) chose the guesthouse based on referrals by friends/family members, followed by information obtained from searches on websites (16.6%) and guesthouse brochures

(15.7%). The results highlight the importance of positive word-of-mouth communication.

The final question of Section B of the questionnaire, B10, related to the number of nights respondents had stayed in the guesthouse during their visit. The response categories are presented in Figure 7.3. This figure indicates that the largest group of respondents (35%) stayed in the guesthouse for more than three nights.

FIGURE 7.3
FREQUENCY DISTRIBUTION: NIGHTS STAYED IN THE GUESTHOUSE



7.4 DESCRIPTIVE STATISTICS FOR SCALED ITEMS

In this section, the descriptive statistics are presented for all the items intended to measure experience quality, experience value, overall satisfaction, and behavioural intention (refer to Section A of the questionnaire). The results of the items intended to measure experience quality and experience value are reported first, followed by those for overall satisfaction.

7.4.1 Descriptive statistics for experience quality and experience value items

Table 7.7 presents the responses obtained for the 48 items used to measure perceptions of experience quality and experience value. Items 1 to 4 measured Hedonics, Items 5 to 8 measured Peace of mind, Items 9 to 12 considered Involvement, and Items 13 to 16 refer to Recognition. Items 17 to 24 measured Atmospherics, followed by Items 25 to 28 which measured Enjoyment, Items 29 to 32 measured Entertainment, Items 33 to 36 were identified to measure Escape, Items 37 to 40 measured Efficiency, Items 41 to 44 measured Excellence, and Items 45 to 48 were developed to measure Economic value.

TABLE 7.7
DESCRIPTIVE STATISTICS FOR EXPERIENCE QUALITY AND EXPERIENCE VALUE ITEMS

| Items | Strongly disagree | | Disagree | | Neutral | | Agree | | Strongly agree | | Mean | SD |
|---|-------------------|-----|----------|------|---------|------|-------|------|----------------|------|------|------|
| | n | % | N | % | n | % | n | % | n | % | | |
| EXPERIENCE QUALITY | | | | | | | | | | | | |
| Hedonics | | | | | | | | | | | | |
| 1. Staying at this guesthouse was something I really liked to do | 23 | 4.3 | 102 | 18.9 | 119 | 22.0 | 216 | 39.9 | 81 | 14.9 | 3.43 | 1.09 |
| 2. Staying at this guesthouse was something I will remember | 11 | 2.0 | 70 | 12.9 | 145 | 26.8 | 239 | 44.2 | 76 | 14.0 | 3.55 | 0.95 |
| 3. Staying at this guesthouse was a "once-in-a lifetime" experience | 32 | 5.9 | 61 | 11.3 | 142 | 26.2 | 217 | 40.1 | 89 | 16.5 | 3.50 | 1.08 |
| 4. Staying at this guesthouse was a thrilling experience | 16 | 3.0 | 70 | 13.0 | 139 | 25.7 | 221 | 40.9 | 94 | 17.4 | 3.57 | 1.02 |
| Peace of mind | | | | | | | | | | | | |
| 5. I felt physically comfortable in this guesthouse | 3 | 0.6 | 51 | 9.4 | 114 | 21.1 | 265 | 49.0 | 108 | 20.0 | 3.78 | 0.89 |
| 6. I felt that my property was safe when left in this guesthouse | 3 | 0.6 | 57 | 10.5 | 136 | 25.1 | 215 | 39.7 | 130 | 24.0 | 3.76 | 0.95 |
| 7. I felt a sense of personal security staying at this guesthouse | 8 | 1.5 | 52 | 9.6 | 123 | 22.7 | 214 | 39.6 | 144 | 26.6 | 3.80 | 0.99 |
| 8. I felt that my privacy was respected while staying at this guesthouse | 19 | 3.5 | 47 | 8.7 | 108 | 20.0 | 211 | 39.0 | 156 | 28.8 | 3.81 | 1.06 |
| Involvement | | | | | | | | | | | | |
| 9. I actively participated in what this guesthouse had to offer | 23 | 4.3 | 85 | 15.8 | 135 | 25.0 | 185 | 34.3 | 111 | 20.6 | 3.51 | 1.11 |
| 10. I had a choice in deciding which services I wanted to use while staying at this guesthouse | 22 | 4.1 | 56 | 10.4 | 149 | 27.5 | 222 | 41.0 | 92 | 17.0 | 3.57 | 1.02 |
| 11. I was informed about everything I had to know concerning this guest house's services, activities on offer, and the like | 20 | 3.7 | 68 | 12.6 | 157 | 29.0 | 207 | 38.3 | 89 | 16.5 | 3.51 | 1.03 |
| 12. I learnt new things while staying at this guesthouse | 36 | 6.7 | 78 | 14.4 | 162 | 30.0 | 183 | 33.9 | 81 | 15.0 | 3.36 | 1.11 |
| Recognition | | | | | | | | | | | | |
| 13. My stay at this guesthouse made me feel socially accepted | 22 | 4.1 | 69 | 12.8 | 154 | 28.5 | 199 | 36.8 | 97 | 17.9 | 3.52 | 1.05 |
| 14. My stay at this guesthouse made me feel important | 29 | 5.4 | 67 | 12.4 | 150 | 27.8 | 201 | 37.3 | 92 | 17.1 | 3.48 | 1.08 |
| 15. My stay at this guesthouse improved how others see me | 29 | 5.4 | 86 | 15.9 | 180 | 33.3 | 175 | 32.3 | 71 | 13.1 | 3.32 | 1.06 |
| 16. My stay at this guesthouse made others respect me more | 25 | 4.6 | 91 | 16.8 | 195 | 36.0 | 174 | 32.2 | 56 | 10.4 | 3.27 | 1.01 |

TABLE 7.7 (CONTINUED)

DESCRIPTIVE STATISTICS FOR EXPERIENCE QUALITY AND EXPERIENCE VALUE ITEMS

| Items | Strongly disagree | | Disagree | | Neutral | | Agree | | Strongly agree | | Mean | SD |
|--|-------------------|-----|----------|------|---------|------|-------|------|----------------|------|------|------|
| | n | % | N | % | n | % | N | % | n | % | | |
| EXPERIENCE VALUE | | | | | | | | | | | | |
| Atmospherics | | | | | | | | | | | | |
| 17. The exterior architectural design of this guesthouse is attractive | 6 | 1.1 | 41 | 7.6 | 108 | 20.0 | 268 | 49.5 | 118 | 21.8 | 3.83 | 0.89 |
| 18. The interior architectural design and decorations are attractive | 12 | 2.2 | 36 | 6.7 | 101 | 18.7 | 247 | 45.7 | 145 | 26.8 | 3.88 | 0.95 |
| 19. The standards of upkeep throughout the guesthouse are good | 14 | 2.6 | 34 | 6.3 | 120 | 22.2 | 234 | 43.3 | 139 | 25.7 | 3.83 | 0.97 |
| 20. The noise in this guesthouse is at an acceptable level | 13 | 2.4 | 45 | 8.3 | 111 | 20.5 | 234 | 43.3 | 138 | 25.5 | 3.81 | 0.99 |
| 21. The smell in this guesthouse is pleasant | 16 | 3.0 | 38 | 7.0 | 118 | 21.8 | 234 | 43.3 | 135 | 25.0 | 3.80 | 0.99 |
| 22. The room temperature is comfortable | 11 | 2.0 | 40 | 7.4 | 119 | 22.0 | 235 | 43.4 | 136 | 25.1 | 3.82 | 0.96 |
| 23. This guesthouse's lighting system is appropriate | 13 | 2.4 | 50 | 9.2 | 117 | 21.6 | 231 | 42.7 | 130 | 24.0 | 3.77 | 1.00 |
| 24. The overall design in the guesthouse is comfortable | 11 | 2.0 | 41 | 7.6 | 117 | 21.6 | 219 | 40.5 | 153 | 28.3 | 3.85 | 0.98 |
| Enjoyment | | | | | | | | | | | | |
| 25. Staying at this guesthouse put me in a good mood | 11 | 2.0 | 50 | 9.2 | 147 | 27.2 | 226 | 41.8 | 107 | 19.8 | 3.68 | 0.96 |
| 26. Staying at this guesthouse gave me lots of pleasure | 16 | 3.0 | 68 | 12.6 | 126 | 23.3 | 248 | 45.8 | 83 | 15.3 | 3.58 | 0.99 |
| 27. I had a happy time when I stayed in this guesthouse | 14 | 2.6 | 57 | 10.5 | 129 | 23.8 | 245 | 45.3 | 96 | 17.7 | 3.65 | 0.97 |
| 28. I enjoyed staying at this guesthouse | 14 | 2.6 | 48 | 8.9 | 133 | 24.6 | 244 | 45.1 | 102 | 18.9 | 3.69 | 0.96 |
| Entertainment | | | | | | | | | | | | |
| 29. I had lots of fun in this guesthouse | 19 | 3.5 | 59 | 10.9 | 134 | 24.8 | 226 | 41.8 | 103 | 19.0 | 3.62 | 1.02 |
| 30. I had an entertaining experience staying at this guesthouse | 15 | 2.8 | 64 | 11.8 | 128 | 23.7 | 234 | 43.3 | 100 | 18.5 | 3.63 | 1.00 |
| 31. I enjoyed the entertainment activities provided by this guesthouse | 21 | 3.9 | 56 | 10.4 | 142 | 26.2 | 229 | 42.3 | 93 | 17.2 | 3.59 | 1.01 |
| 32. Staying at this guesthouse prevented me from feeling bored | 22 | 4.1 | 68 | 12.6 | 133 | 24.6 | 233 | 43.1 | 85 | 15.7 | 3.54 | 1.03 |
| Escape | | | | | | | | | | | | |
| 33. I felt like I was living in a different world while staying at this guesthouse | 50 | 9.2 | 72 | 13.3 | 196 | 36.2 | 162 | 29.9 | 61 | 11.3 | 3.21 | 1.10 |
| 34. I completely forgot about my daily routine while staying at this guesthouse | 46 | 8.5 | 162 | 29.9 | 172 | 31.8 | 124 | 22.9 | 37 | 6.8 | 2.90 | 1.06 |
| 35. I felt relaxed while staying at this guesthouse | 8 | 1.5 | 47 | 8.7 | 144 | 26.6 | 270 | 49.9 | 72 | 13.3 | 3.65 | 0.87 |
| 36. I completely forgot about my problems while staying at this guesthouse | 50 | 9.2 | 138 | 25.5 | 183 | 33.8 | 124 | 22.9 | 46 | 8.5 | 2.96 | 1.09 |

TABLE 7.7 (CONTINUED)
DESCRIPTIVE STATISTICS FOR EXPERIENCE QUALITY AND EXPERIENCE VALUE ITEMS

| Items | Strongly disagree | | Disagree | | Neutral | | Agree | | Strongly agree | | Mean | SD |
|--|-------------------|-----|----------|------|---------|------|-------|------|----------------|------|------|------|
| | n | % | N | % | n | % | N | % | n | % | | |
| EXPERIENCE VALUE (CONTINUED) | | | | | | | | | | | | |
| Efficiency | | | | | | | | | | | | |
| 37. The guesthouse staff understood my specific needs | 19 | 3.5 | 58 | 10.7 | 148 | 27.4 | 255 | 47.1 | 61 | 11.3 | 3.52 | 0.95 |
| 38. The guesthouse staff showed a sincere interest in solving guests' Problems | 12 | 2.2 | 62 | 11.5 | 141 | 26.1 | 233 | 43.1 | 93 | 17.2 | 3.62 | 0.97 |
| 39. The guesthouse staff provided guests with individual attention | 17 | 3.1 | 50 | 9.2 | 139 | 25.7 | 222 | 41.0 | 113 | 20.9 | 3.67 | 1.01 |
| 40. The guesthouse staff cared about what is best for their guests (have guest's best interest at heart) | 13 | 2.4 | 55 | 10.2 | 128 | 23.7 | 237 | 43.8 | 108 | 20.0 | 3.69 | 0.98 |
| Excellence | | | | | | | | | | | | |
| 41. This guesthouse is an expert in the service it offers | 14 | 2.6 | 74 | 13.7 | 120 | 22.2 | 239 | 44.2 | 94 | 17.4 | 3.60 | 1.01 |
| 42. This guesthouse provides excellent service quality | 10 | 1.8 | 73 | 13.5 | 115 | 21.3 | 215 | 39.7 | 128 | 23.7 | 3.70 | 1.03 |
| 43. This guesthouse offers reliable service | 19 | 3.5 | 60 | 11.1 | 121 | 22.4 | 222 | 41.0 | 119 | 22.0 | 3.67 | 1.05 |
| 44. This guesthouse ensures everything is ready before guests arrive | 21 | 3.9 | 52 | 9.6 | 139 | 25.7 | 239 | 44.2 | 90 | 16.6 | 3.60 | 1.00 |
| Economic value | | | | | | | | | | | | |
| 45. This guesthouse is reasonably priced | 14 | 2.6 | 62 | 11.5 | 159 | 29.4 | 206 | 38.1 | 99 | 18.3 | 3.58 | 1.00 |
| 46. This guesthouse offers good value for money | 15 | 2.8 | 53 | 9.8 | 134 | 24.8 | 214 | 39.6 | 125 | 23.1 | 3.70 | 1.02 |
| 47. This guesthouse offers consistent quality | 12 | 2.2 | 64 | 11.8 | 129 | 23.8 | 210 | 38.8 | 126 | 23.3 | 3.69 | 1.03 |
| 48. This guesthouse is a good choice | 18 | 3.3 | 48 | 8.9 | 107 | 19.8 | 236 | 43.6 | 132 | 24.4 | 3.77 | 1.02 |

An inspection of Table 7.7 indicates that the mean scores for the items ranged from 2.90 to 3.88. The highest mean scores (Items 17, 18, 19 and 24) all related to Atmospherics. Item 34 which contributed to the Escape dimension, appeared as the lowest mean score ($M=2.90$). The standard deviation values for the items varied from 0.87 to 1.11. Items 9 and 12, measuring Involvement, had the highest deviation values ($SD=1.11$) while Item 35 measuring Escape, had the lowest standard deviation ($SD=0.87$). Regarding the scale intervals, the data show that most of the respondents were fairly positive about experience quality and experience value provided by the guesthouses. It is also observed that less than 10% of the respondents strongly disagreed with any of the statements contained in Table 7.7 describing experience quality and experience value.

7.4.2 Descriptive statistics for overall satisfaction

Items (49 and 50) were used to measure overall satisfaction. The responses are presented in Table 7.8. The table indicates that the items had mean scores ranging from 3.67 to 3.84. The standard deviations varied from 1.00 to 1.06. In addition, the data show that overall, the respondents reported positive overall satisfaction scores. This suggests that the respondents were satisfied with the guesthouse experience.

TABLE 7.8
DESCRIPTIVE STATISTICS FOR OVERALL SATISFACTION

| Items | Strongly disagree | | Disagree | | Neutral | | Agree | | Strongly agree | | Mean | SD |
|--|-------------------|-----|----------|------|---------|------|-------|------|----------------|------|------|------|
| | N | % | N | % | N | % | n | % | n | % | | |
| Overall satisfaction | | | | | | | | | | | | |
| 49. Overall I am satisfied with this guesthouse | 11 | 2.0 | 48 | 8.9 | 108 | 20.0 | 223 | 41.2 | 151 | 27.9 | 3.84 | 1.00 |
| 50. Overall, my stay at this guesthouse was better than I expected | 18 | 3.3 | 65 | 12.0 | 122 | 22.6 | 211 | 39.0 | 125 | 23.1 | 3.67 | 1.06 |

7.5 RELIABILITY OF THE MEASURING INSTRUMENT

The reliability of each of the proposed 11 dimensions was tested following the pilot study with 50 respondents. The resulting Cronbach's coefficient alphas for these dimensions ranged from 0.69 to 0.99. Cronbach's alpha coefficients were also determined for each dimension using the *complete data set*. These results are shown in Table 7.9. All the alphas were in the excellent range of above 0.80, thus exceeding the generally acceptable lower limit of 0.70 (Hair, Black, Babin & Anderson 2010:55). These coefficients suggest that the scale was internally reliable.

The items measuring overall satisfaction: "Overall I am satisfied with this guesthouse" and "Overall, my stay at this guesthouse was better than I expected" loaded together and was termed *Overall satisfaction*. The Cronbach's alpha coefficient was 0.87, suggesting that the items were internally reliable.

TABLE 7.9

INTERNAL CONSISTENCY FOR THE SCALE ITEMS (COMPLETE DATA SET, N=541)

| | Dimensions | Cronbach's alpha |
|--------------------|----------------------------|------------------|
| Experience quality | Hedonics | 0.84 |
| | Peace of mind | 0.84 |
| | Involvement | 0.86 |
| | Recognition | 0.88 |
| | Overall experience quality | 0.90 |
| Experience value | Atmospherics | 0.91 |
| | Enjoyment | 0.87 |
| | Entertainment | 0.90 |
| | Escape | 0.84 |
| | Efficiency | 0.89 |
| | Excellence | 0.89 |
| | Economic value | 0.86 |
| | Overall experience value | 0.95 |
| | Overall satisfaction | 0.87 |

7.6 VALIDITY OF THE MEASURING INSTRUMENT

Based on the literature review and the theoretical model provided in Chapter 1, the guesthouse experience was expected to comprise two factors, namely experience quality and experience value. The content and face validity of the items representing each dimension of experience quality and experience value (see Annexure B), within the guesthouse context in Ghana, were strengthened through the opinions provided by five subject experts in Ghana, and two subject experts in South Africa (see Section 6.4.2.4).

Next, an exploratory factor analysis was performed using all the 48 items intended to measure experience quality and experience value. The results reported in Table 7.10 show that all the items loaded onto Factor 1 and that all loadings exceeded 0.50, the generally accepted threshold for practical significance (Pallant 2013:35).

TABLE 7.10
EXPLORATORY FACTOR ANALYSIS: EXPERIENCE QUALITY AND EXPERIENCE VALUE ITEMS

| Items | Number of factors | | | | | |
|---|-------------------|----------|----------|----------|----------|----------|
| EXPERIENCE QUALITY | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 |
| Hedonics | | | | | | |
| 1. Staying at this guesthouse was something I really liked to do | 0.564 | 0.179 | -0.110 | 0.059 | 0.532 | -0.034 |
| 2. Staying at this guesthouse was something I will remember | 0.755 | 0.086 | -0.062 | 0.006 | 0.300 | 0.034 |
| 3. Staying at this guesthouse was a "once-in-a lifetime" experience | 0.762 | 0.054 | 0.097 | 0.047 | 0.216 | 0.088 |
| 4. Staying at this guesthouse was a thrilling experience | 0.704 | 0.198 | 0.060 | 0.028 | 0.288 | 0.174 |
| Peace of mind | | | | | | |
| 5. I felt physically comfortable in this guesthouse | 0.663 | 0.048 | -0.155 | -0.109 | 0.094 | -0.361 |
| 6. I felt that my property was safe when left in this guesthouse | 0.702 | 0.026 | -0.146 | -0.145 | -0.058 | -0.458 |
| 7. I felt a sense of personal security staying at this guesthouse | 0.717 | -0.064 | -0.184 | -0.148 | 0.014 | -0.360 |
| 8. I felt that my privacy was respected while staying at this guesthouse | 0.703 | -0.153 | -0.131 | -0.003 | 0.215 | -0.127 |
| Involvement | | | | | | |
| 9. I actively participated in what this guesthouse had to offer | 0.691 | 0.204 | -0.081 | 0.195 | 0.070 | -0.176 |
| 10. I had a choice in deciding which services I wanted to use while staying at this guesthouse | 0.765 | 0.001 | -0.029 | 0.121 | 0.027 | -0.078 |
| 11. I was informed about everything I had to know concerning this guest house's services, activities on offer, and the like | 0.719 | 0.075 | -0.074 | 0.190 | 0.089 | -0.185 |
| 12. I learnt new things while staying at this guesthouse | 0.688 | 0.265 | -0.123 | 0.092 | 0.088 | -0.042 |
| Recognition | | | | | | |
| 13. My stay at this guesthouse made me feel socially accepted | 0.726 | 0.253 | -0.068 | 0.273 | 0.035 | 0.050 |
| 14. My stay at this guesthouse made me feel important | 0.746 | 0.217 | -0.010 | 0.261 | -0.101 | -0.044 |
| 15. My stay at this guesthouse improved how others see me | 0.659 | 0.279 | -0.197 | 0.377 | -0.259 | 0.022 |
| 16. My stay at this guesthouse made others respect me more | 0.634 | 0.279 | -0.231 | 0.355 | -0.208 | 0.180 |

TABLE 7.10 (CONTINUED)
EXPLORATORYFACTOR ANALYSIS: EXPERIENCE QUALITY AND EXPERIENCE VALUE ITEMS

| Items | Number of factors | | | | | |
|--|-------------------|----------|----------|----------|----------|----------|
| EXPERIENCE VALUE | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 |
| Atmospherics | | | | | | |
| 17. The exterior architectural design of this guesthouse is attractive | 0.680 | -0.073 | -0.156 | 0.081 | 0.174 | 0.268 |
| 18. The interior architectural design and decorations are attractive | 0.743 | -0.131 | -0.122 | -0.020 | 0.239 | 0.204 |
| 19. The standards of upkeep throughout the guesthouse are good | 0.751 | -0.146 | -0.089 | -0.116 | 0.143 | 0.131 |
| 20. The noise in this guesthouse is at an acceptable level | 0.642 | -0.352 | -0.137 | -0.008 | -0.061 | 0.187 |
| 21. The smell in this guesthouse is pleasant | 0.711 | -0.361 | -0.101 | -0.021 | -0.027 | 0.071 |
| 22. The room temperature is comfortable | 0.701 | -0.323 | -0.079 | -0.033 | 0.012 | 0.008 |
| 23. This guesthouse's lighting system is appropriate | 0.700 | -0.309 | -0.042 | -0.051 | 0.015 | 0.097 |
| 24. The overall design in the guesthouse is comfortable | 0.759 | -0.206 | -0.014 | -0.158 | -0.043 | 0.070 |
| Enjoyment | | | | | | |
| 25. Staying at this guesthouse put me in a good mood | 0.732 | 0.080 | -0.042 | -0.200 | -0.101 | 0.018 |
| 26. Staying at this guesthouse gave me lots of pleasure | 0.766 | 0.102 | -0.111 | -0.166 | -0.086 | 0.083 |
| 27. I had a happy time when I stayed in this guesthouse | 0.762 | 0.071 | -0.101 | -0.252 | -0.044 | -0.019 |
| 28. I enjoyed staying at this guesthouse | 0.709 | 0.129 | -0.087 | -0.317 | -0.089 | 0.012 |
| Entertainment | | | | | | |
| 29. I had lots of fun in this guesthouse | 0.714 | 0.241 | -0.134 | -0.206 | -0.193 | 0.118 |
| 30. I had an entertaining experience staying at this guesthouse | 0.766 | 0.220 | -0.126 | -0.177 | -0.142 | 0.155 |
| 31. I enjoyed the entertainment activities provided by this guesthouse | 0.767 | 0.230 | -0.046 | -0.166 | -0.172 | 0.170 |
| 32. Staying at this guesthouse prevented me from feeling bored | 0.773 | 0.241 | -0.023 | -0.219 | -0.084 | 0.131 |

TABLE 7.10 (CONTINUED)
EXPLORATORY FACTOR ANALYSIS: EXPERIENCE QUALITY AND EXPERIENCE VALUE ITEMS

| Items | Number of factors | | | | | |
|--|-------------------|----------|----------|----------|----------|----------|
| | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 |
| EXPERIENCE VALUE (CONTINUED) | | | | | | |
| Escape | | | | | | |
| 33. I felt like I was living in a different world while staying at this guesthouse | 0.648 | 0.306 | 0.342 | -0.137 | 0.001 | -0.062 |
| 34. I completely forgot about my daily routine while staying at this guesthouse | 0.630 | 0.249 | 0.514 | 0.009 | 0.036 | 0.025 |
| 35. I felt relaxed while staying at this guesthouse | 0.681 | -0.035 | 0.247 | -0.260 | 0.021 | 0.032 |
| 36. I completely forgot about my problems while staying at this guesthouse | 0.616 | 0.233 | 0.542 | -0.019 | 0.028 | -0.070 |
| Efficiency | | | | | | |
| 37. The guesthouse staff understood my specific needs | 0.793 | -0.133 | 0.175 | 0.103 | -0.040 | 0.030 |
| 38. The guesthouse staff showed a sincere interest in solving guests' Problems | 0.764 | -0.178 | 0.101 | 0.081 | -0.070 | -0.046 |
| 39. The guesthouse staff provided guests with individual attention | 0.742 | -0.245 | 0.085 | 0.314 | -0.127 | -0.007 |
| 40. The guesthouse staff cared about what is best for their guests (have guest's best interest at heart) | 0.746 | -0.221 | 0.130 | 0.143 | -0.072 | -0.030 |
| Excellence | | | | | | |
| 41. This guesthouse is an expert in the service it offers | 0.744 | -0.178 | 0.173 | 0.120 | -0.056 | -0.027 |
| 42. This guesthouse provides excellent service quality | 0.803 | -0.197 | 0.174 | 0.083 | -0.050 | 0.033 |
| 43. This guesthouse offers reliable service | 0.774 | -0.219 | 0.128 | 0.112 | -0.037 | -0.027 |
| 44. This guesthouse ensures everything is ready before guests arrive | 0.741 | -0.157 | 0.090 | 0.160 | -0.106 | -0.084 |
| Economic value | | | | | | |
| 45. This guesthouse is reasonably priced | 0.624 | -0.047 | -0.165 | -0.019 | -0.142 | -0.155 |
| 46. This guesthouse offers good value for money | 0.759 | -0.054 | 0.121 | -0.066 | -0.096 | -0.095 |
| 47. This guesthouse offers consistent quality | 0.804 | -0.186 | 0.144 | -0.041 | -0.017 | -0.030 |
| 48. This guesthouse is a good choice | 0.798 | -0.081 | 0.033 | -0.084 | -0.033 | 0.053 |

A further investigation was performed using a second-order factor analysis on the 11 proposed dimensions. The objective was to examine and confirm the possibility of a number of factors that could emerge from the 11 dimensions. The results are shown in Table 7.11. Table 7.11 shows that all the items loaded on both factors, with loadings exceeding 0.300. Neither of these explained more than 5% of the variance which falls below the recommended minimum (Hair *et al.* 2010:55).

TABLE 7.11

FACTOR ANALYSIS (EQ & EV DIMENSIONS): FACTOR LOADINGS FOR TWO-FACTOR SOLUTION

| Variable | Factor 1 | Factor 2 |
|----------------|----------|----------|
| Hedonics | 0.524 | 0.681 |
| Peace of mind | 0.692 | 0.500 |
| Involvement | 0.543 | 0.680 |
| Recognition | 0.421 | 0.744 |
| Atmospherics | 0.826 | 0.413 |
| Enjoyment | 0.570 | 0.679 |
| Entertainment | 0.446 | 0.789 |
| Escape | 0.415 | 0.711 |
| Efficiency | 0.838 | 0.387 |
| Excellence | 0.846 | 0.389 |
| Economic value | 0.756 | 0.489 |
| Expl. Variance | 4.59 | 4.03 |

Kaiser's (1960) eigenvalue rule (retention of factors with eigenvalues greater than one) was also consulted to determine the appropriate number of factors. An inspection of the eigenvalues seemed to indicate the existence of a single factor (see Table 7.12). Only one eigenvalue was greater than one, suggesting the existence of one latent factor. The one factor explained 73.66% of the total variance, meeting the rule of thumb in the social sciences that a factor solution, accounting for 60% or more of the total variance is satisfactory and a single factor accounting for 5% or more of the total variance is meaningful (Hair *et al.* 2010).

TABLE 7.12
EIGENVALUES

| Factor | Eigenvalue | % Total | Cumulative | Cumulative % |
|--------|------------|---------|------------|--------------|
| 1 | 8.10 | 73.66 | 8.10 | 73.66 |
| 2 | 0.52 | 4.70 | 8.62 | 78.36 |
| 3 | 0.44 | 3.97 | 9.06 | 82.33 |
| 4 | 0.40 | 3.62 | 9.46 | 85.96 |
| 5 | 0.32 | 2.90 | 9.77 | 88.86 |
| 6 | 0.28 | 2.57 | 10.06 | 91.43 |
| 7 | 0.26 | 2.32 | 10.31 | 93.75 |
| 8 | 0.22 | 1.96 | 10.53 | 95.72 |
| 9 | 0.18 | 1.59 | 10.70 | 97.31 |
| 10 | 0.16 | 1.48 | 10.87 | 98.79 |
| 11 | 0.13 | 1.21 | 11.00 | 100.00 |

Table 7.13 shows the factor loadings and the variance explained by this factor. All factor loadings were practically significant. This factor explained 73.7% of the variance.

The results reported in Table 7.12 and Table 7.13 again suggested the existence of a single latent factor instead of the expected two factors. It thus appears that Experience quality and Experience value can be regarded as a single, *multi-dimensional factor*, which, for the purposes of this study was termed, 'Overall experience'.

TABLE 7.13
FACTOR LOADINGS: ONE-FACTOR SOLUTION

| Variables | Factor loadings |
|-----------------------|-----------------|
| Hedonics | 0.847 |
| Peace of mind | 0.847 |
| Involvement | 0.860 |
| Recognition | 0.815 |
| Atmospherics | 0.886 |
| Enjoyment | 0.880 |
| Entertainment | 0.863 |
| Escape | 0.787 |
| Efficiency | 0.877 |
| Excellence | 0.884 |
| Economic value | 0.886 |
| Expl. Variance | 8.10 |
| % of Total | 73.7% |

Table 7.14 depicts the correlations among the 11 experience dimensions. It is evident from the table that there are strong positive relationships among these dimensions. The weakest correlation is between Escape and Peace of mind (0.595) and the strongest correlation emerged between Excellence and Efficiency (0.855). The correlations lend further support to the notion of the integration of experience quality and experience value. For the remainder of the analysis, the focus was therefore on a single factor comprising 11 dimensions. This leads to the proposal of a revised theoretical model as shown in Figure 7.4.

FIGURE 7.4
REVISED THEORETICAL MODEL

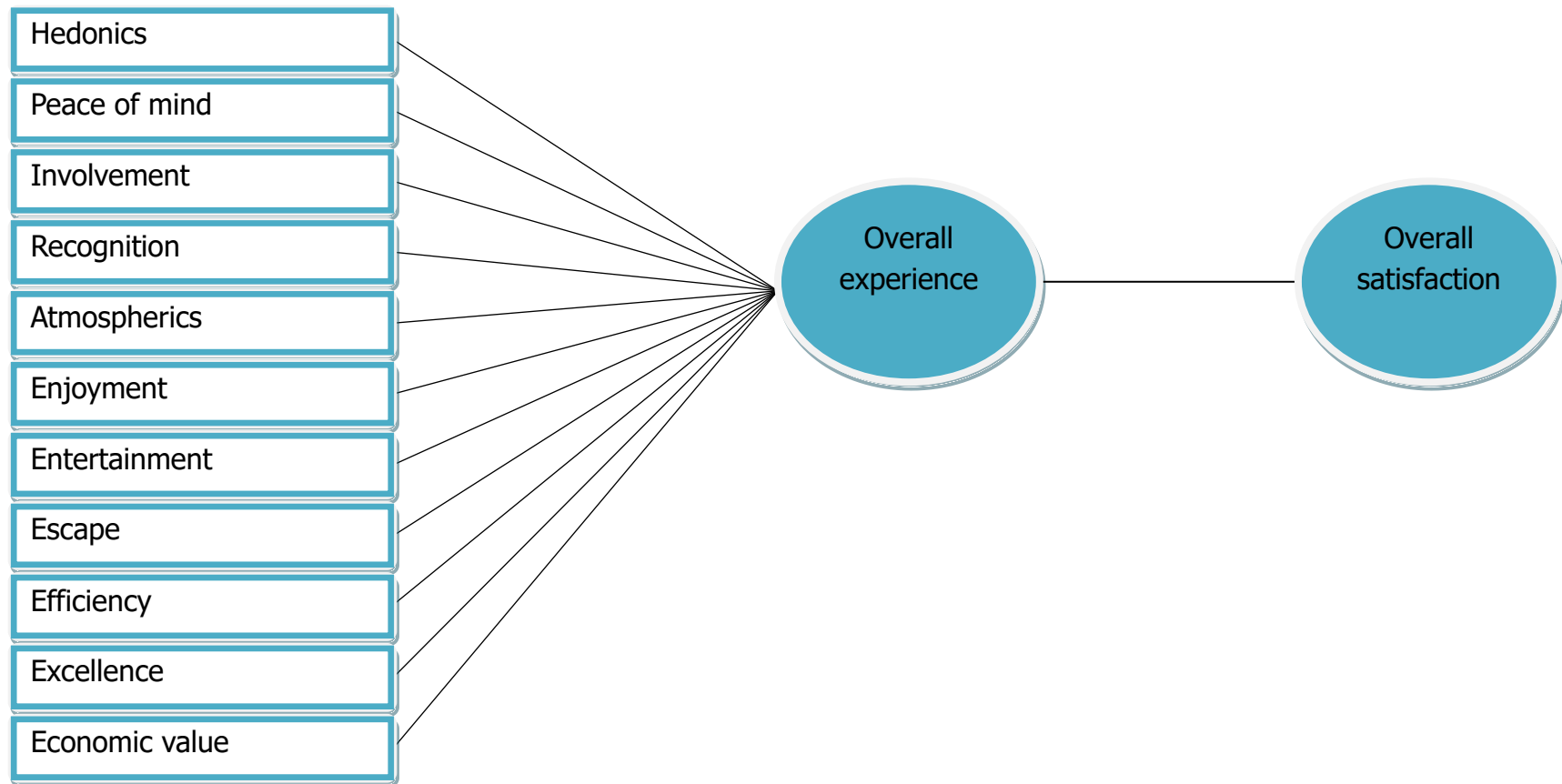


TABLE 7.14
CORRELATIONS AMONG THE EXPERIENCE DIMENSIONS

| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|----|----------------|------|------|------|------|------|------|------|------|------|------|----|
| | Dimensions | | | | | | | | | | | |
| 1 | Hedonics | - | | | | | | | | | | |
| 2 | Peace of mind | .694 | - | | | | | | | | | |
| 3 | Involvement | .719 | .717 | - | | | | | | | | |
| 4 | Recognition | .687 | .642 | .731 | - | | | | | | | |
| 5 | Atmospherics | .721 | .755 | .712 | .653 | - | | | | | | |
| 6 | Enjoyment | .712 | .738 | .734 | .668 | .765 | - | | | | | |
| 7 | Entertainment | .708 | .692 | .721 | .711 | .722 | .821 | - | | | | |
| 8 | Escape | .661 | .595 | .638 | .601 | .611 | .667 | .685 | - | | | |
| 9 | Efficiency | .682 | .706 | .727 | .679 | .805 | .714 | .675 | .658 | - | | |
| 10 | Excellence | .705 | .711 | .713 | .669 | .802 | .720 | .681 | .671 | .855 | - | |
| 11 | Economic value | .708 | .743 | .709 | .669 | .797 | .757 | .732 | .674 | .761 | .803 | - |

7.7 DESCRIPTIVE STATISTICS FOR OVERALL EXPERIENCE DIMENSIONS, AND OVERALL SATISFACTION

Displayed in Table 7.15 is a summary of the combined descriptive statistics for the dimensions identified to measure overall experience, and for overall satisfaction. A negative response represents the combination of the scale for 'strongly disagree' and 'disagree'. Similarly, the responses for the 'agree' and 'strongly agree' scales were combined to result in a positive response.

Table 7.15 indicates that the largest proportion of the respondents expressed a positive response to the items measuring the overall guesthouse experience. All the dimensions attracted mean scores above 3.00. Atmospherics had the highest mean score (M=3.83, SD=0.76) while Escape recorded the lowest score (M=3.18, SD=0.85). Overall satisfaction attracted a mean score of 3.75, indicating a positive response.

TABLE 7.15
COMBINED FREQUENCY DISTRIBUTION FOR THE OVERALL EXPERIENCE
DIMENSIONS, AND OVERALL SATISFACTION

| Dimensions | Negative response | | Neutral | | Positive response | | Mean | SD |
|----------------------|-------------------|------|---------|------|-------------------|------|------|------|
| | n | % | N | % | N | % | | |
| Hedonics | 91 | 16.8 | 118 | 21.8 | 332 | 61.4 | 3.51 | 0.85 |
| Peace of mind | 54 | 10 | 101 | 18.7 | 386 | 71.3 | 3.79 | 0.80 |
| Involvement | 93 | 17.2 | 122 | 22.6 | 326 | 60.2 | 3.49 | 0.89 |
| Recognition | 111 | 20.5 | 134 | 24.8 | 296 | 54.8 | 3.40 | 0.90 |
| Atmospherics | 41 | 7.6 | 105 | 19.4 | 395 | 73.0 | 3.83 | 0.76 |
| Enjoyment | 65 | 12.0 | 117 | 21.6 | 359 | 66.4 | 3.65 | 0.82 |
| Entertainment | 86 | 15.9 | 98 | 18.1 | 357 | 66.0 | 3.59 | 0.89 |
| Escape | 143 | 26.4 | 177 | 32.7 | 221 | 40.9 | 3.18 | 0.85 |
| Efficiency | 68 | 12.6 | 111 | 20.5 | 362 | 66.9 | 3.62 | 0.85 |
| Excellence | 90 | 16.6 | 81 | 15.0 | 370 | 68.4 | 3.64 | 0.88 |
| Economic value | 69 | 12.8 | 94 | 17.4 | 378 | 69.8 | 3.69 | 0.86 |
| Overall Experience | 69 | 12.8 | 115 | 21.3 | 357 | 65.9 | 3.60 | 0.74 |
| Overall satisfaction | 89 | 16.5 | 58 | 10.7 | 394 | 72.8 | 3.75 | 0.97 |

7.8 RESULTS OF THE ANALYSIS OF VARIANCE (ANOVA)

As stated in Chapter 6 of the study, analysis of variance (ANOVA) was used to investigate whether selected respondent profile variables (age, prior visits to the guesthouse, education, and primary purpose of visiting the guesthouse) have a significant effect on the dimensions proposed to measure experience quality, experience value, and overall satisfaction. Since the factor analysis retained all 11 dimensions gathered in one factor, all these dimensions were included in the analysis. But no difference is made between experience quality and experience value. The ANOVA results are shown in Table 7.16.

TABLE 7.16

THE INFLUENCE OF VARIOUS PROFILE VARIABLES ON THE DIMENSIONS OF
OVERALL EXPERIENCE, AND OVERALL SATISFACTION

| Dimension | Respondent profile | F-value | D.F. | p-value |
|----------------------|--|--------------|--------------|--------------------|
| HEDONICS | Gender | 0.97 | 1;540 | .324 |
| | Age | 2.59 | 2;540 | .076 |
| | Prior visits to the guesthouse | 19.84 | 2;540 | <.0005** |
| | Education | 0.61 | 1;540 | .434 |
| | Primary purpose of visiting the guesthouse | 2.09 | 2;540 | .124 |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Hedonics based on prior visits to the guesthouse. | | | |
| PEACE OF MIND | Gender | 2.68 | 1;540 | .102 |
| | Age | 8.27 | 2;540 | <.0005** |
| | Prior visits to the guesthouse | 6.30 | 2;540 | .002* |
| | Education | 3.97 | 1;540 | .047* |
| | Primary purpose of visiting the guesthouse | 2.47 | 2;540 | .086 |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Peace of mind based on age, prior visits to the guesthouse, and respondents' educational background. | | | |
| INVOLVEMENT | Gender | 1.33 | 1;540 | .249 |
| | Age | 6.68 | 2;540 | .001** |
| | Prior visits to the guesthouse | 10.08 | 2;540 | <.0005** |
| | Education | 3.63 | 1;540 | .057 |
| | Primary purpose of visiting the guesthouse | 3.81 | 2;540 | .023* |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Involvement based on age, prior visits to the guesthouse, and primary purpose of visiting the guesthouse. | | | |

(*p<0.05; **p<0.001)

TABLE 7.16 (CONTINUED)

THE INFLUENCE OF VARIOUS PROFILE VARIABLES ON THE DIMENSIONS OF
OVERALL EXPERIENCE, AND OVERALL SATISFACTION

| Dimension | Respondent profile | F-value | D.F. | p-value |
|---------------------|---|--------------|--------------|--------------------|
| RECOGNITION | Gender | 3.08 | 1;540 | .080 |
| | Age | 6.49 | 2;540 | .002* |
| | Prior visits to the guesthouse | 14.87 | 2;540 | <.0005** |
| | Education | 0.41 | 1;540 | .522 |
| | Primary purpose of visiting the guesthouse | 0.06 | 2;540 | .946 |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Recognition based on age and on prior visits to the guesthouse. | | | |
| ATMOSPHERICS | Gender | 0.14 | 1;540 | .704 |
| | Age | 10.07 | 2;540 | <.0005** |
| | Prior visits to the guesthouse | 6.23 | 2;540 | .002* |
| | Education | 1.99 | 1;540 | .159 |
| | Primary purpose of visiting the guesthouse | 1.67 | 2;540 | .188 |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Atmospherics based on age and on prior visits to the guesthouse. | | | |
| ENJOYMENT | Gender | 0.48 | 1;540 | .491 |
| | Age | 9.95 | 2;540 | <.0005** |
| | Prior visits to the guesthouse | 4.77 | 2;540 | .009* |
| | Education | 2.95 | 1;540 | .086 |
| | Primary purpose of visiting the guesthouse | 2.47 | 2;540 | .086 |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Enjoyment based on age and on prior visits to the guesthouse. | | | |

(*p<0.05; **p<0.001)

TABLE 7.16 (CONTINUED)

THE INFLUENCE OF VARIOUS PROFILE VARIABLES ON THE DIMENSIONS OF
OVERALL EXPERIENCE, AND OVERALL SATISFACTION

| Dimension | Respondent profile | F-value | D.F. | p-value |
|----------------------|---|-------------|--------------|--------------------|
| ENTERTAINMENT | Gender | 1.39 | 1;540 | .239 |
| | Age | 7.48 | 2;540 | .001** |
| | Prior visits to the guesthouse | 4.10 | 2;540 | .017* |
| | Education | 3.98 | 1;540 | .047* |
| | Primary purpose of visiting the guesthouse | 3.66 | 2;540 | .026* |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Entertainment in all the sample profile variables except gender. | | | |
| ESCAPE | Gender | 0.03 | 1;540 | .860 |
| | Age | 1.47 | 2;540 | .231 |
| | Prior visits to the guesthouse | 5.00 | 2;540 | .007* |
| | Education | 1.07 | 1;540 | .301 |
| | Primary purpose of visiting the guesthouse | 9.18 | 2;540 | <.0005** |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Escape based on prior visits to the guesthouse and purpose of visit. | | | |
| EFFICIENCY | Gender | 2.73 | 1;540 | .127 |
| | Age | 8.73 | 2;540 | <.0005** |
| | Prior visits to the guesthouse | 8.16 | 2;540 | <.0005** |
| | Education | 0.93 | 1;540 | .336 |
| | Primary purpose of visiting the guesthouse | 3.34 | 2;540 | .036* |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Efficiency based on age, prior visits to the guesthouse, and primary purpose of visiting the guesthouse. | | | |

(*p<0.05; **p<0.001)

TABLE 7.16 (CONTINUED)

THE INFLUENCE OF VARIOUS PROFILE VARIABLES ON THE DIMENSIONS OF
OVERALL EXPERIENCE, AND OVERALL SATISFACTION

| Dimension | Respondent profile | F-value | D.F. | p-value |
|---------------------------|---|--------------|--------------|--------------------|
| EXCELLENCE | Gender | 1.27 | 1;540 | .261 |
| | Age | 11.03 | 2;540 | <.0005** |
| | Prior visits to the guesthouse | 10.68 | 2;540 | <.0005** |
| | Education | 0.62 | 1;540 | .432 |
| | Primary purpose of visiting the guesthouse | 3.98 | 2;540 | .019* |
| Interpretation | The Analysis of Variance results show significant differences in the perception of Excellence based on age, prior visits to the guesthouse, and primary purpose of visiting the guesthouse. | | | |
| ECONOMIC VALUE | Gender | 0.25 | 1;540 | .620 |
| | Age | 7.09 | 2;540 | .001** |
| | Prior visits to the guesthouse | 7.61 | 2;540 | .001** |
| | Education | 1.08 | 1;540 | .298 |
| | Primary purpose of visiting the guesthouse | 1.53 | 2;540 | .218 |
| Interpretation | The Analysis of Variance results show no significant differences existed between respondents' perception of Economic value provided by the guesthouse based on respondents' level of education or their primary purpose of visiting the guesthouse. | | | |
| OVERALL EXPERIENCE | Gender | 0.06 | 1;540 | .810 |
| | Age | 8.37 | 2;540 | <.0005** |
| | Prior visits to the guesthouse | 11.65 | 2;540 | <.0005** |
| | Education | 2.76 | 1;540 | .097 |
| | Primary purpose of visiting the guesthouse | 2.96 | 2;540 | .053 |
| Interpretation | The Analysis of Variance results show significant differences in Overall experience based on age, and on prior visits to the guesthouse. | | | |

(*p<0.05; **p<0.001)

TABLE 7.16 (CONTINUED)
THE INFLUENCE OF VARIOUS PROFILE VARIABLES ON THE DIMENSIONS OF
OVERALL EXPERIENCE, AND OVERALL SATISFACTION

| Dimension | Respondent profile | F-value | D.F. | p-value |
|-----------------------------|---|-------------|--------------|---------------|
| OVERALL SATISFACTION | Gender | 0.58 | 1;540 | .448 |
| | Age | 6.13 | 2;540 | .002* |
| | Prior visits to the guesthouse | 7.56 | 2;540 | .001** |
| | Education | 2.39 | 1;540 | .123 |
| | Primary purpose of visiting the guesthouse | 3.06 | 2;540 | .048* |
| Interpretation | The Analysis of Variance results show significant differences in Overall satisfaction based on age, on prior visits to the guesthouse, and on primary purpose of visiting the guesthouse. | | | |

(*p<0.05;**p<0.001)

7.8.1 Results of post-hoc Scheffé tests

Based on the significant differences found in the ANOVA results for the various dimensions, a post-hoc Scheffé test was performed to determine where the differences occur and to investigate the effect size of the difference. The ranges for Cohen’s d-values and the detailed results of the post-hoc Scheffé tests can be found in Section 6.6.3.2(c) and Annexure E respectively. The current section reports only the results where significant differences occurred. These results are tabled and discussed in the following sub-sections.

7.8.2 Post-hoc Scheffé test for Hedonics

The results of the post-hoc Scheffé test conducted for Hedonics are presented in Table 7.17. This table shows significant differences in perceptions of Hedonics between guests with no knowledge about the guesthouse, and guests who visited the guesthouse once or twice (p=0.030). Cohen’s d (0.28) indicates a small effect size. The data also show significant

differences between guests with no previous experience with the guesthouse and guests who have visited the guesthouse three and more times ($p < 0.0005$). In terms of this, Cohen's d (0.67) indicates a moderate effect size.

TABLE 7.17
SCHEFFÉ POST-HOC ANALYSIS: HEDONICS

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--------------------------------|--------------------|-----|------|------|-----------|-----|------|------|----------|-----------|
| Prior visits to the guesthouse | No previous visits | 151 | 3.22 | 0.91 | 1-2 Times | 186 | 3.46 | 0.81 | .030* | 0.28 |
| | No previous visits | 151 | 3.22 | 0.91 | 3 times + | 204 | 3.78 | 0.76 | <.0005** | 0.67 |
| | 1-2 times | 186 | 3.46 | 0.81 | 3 times + | 204 | 3.78 | 0.76 | .001** | 0.41 |

(* $p < 0.05$; ** $p < 0.001$)

It also emerged that significant differences in perceptions of the Hedonic dimension exist for guests with between one and two visits, and guests with three and more visits to the guesthouse ($p = 0.001$). In terms of this, Cohen's d (0.41) indicated a small effect size. Those with no previous experience had the lowest mean score (3.22) while those with three and more visits scored 3.78 on average. The difference between these mean scores is rather small.

7.8.3 Post-hoc Scheffé test for Peace of mind

A Scheffé post-hoc test was performed on the ANOVA results and its outcome is displayed in Table 7.18. Table 7.18 indicates significant differences between respondents aged 18-30 and 31-40 ($p = 0.005$), and between those aged 18-30 and 41 and older ($p = 0.018$). Cohen's d (0.32 and 0.27 respectively) indicates a small effect size. The mean scores for the 18-30 age group were lower than those of the other groups.

TABLE 7.18
SCHEFFÉ POST-HOC ANALYSIS: PEACE OF MIND

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|---------------------|-----|------|------|--------|-----------|
| Age | 18-30 | 275 | 3.67 | 0.87 | 31-40 | 130 | 3.94 | 0.79 | .005** | 0.32 |
| | 18-30 | 275 | 3.67 | 0.87 | 41+ | 136 | 3.90 | 0.87 | .018* | 0.27 |
| | 31-40 | 130 | 3.94 | 0.79 | 41+ | 136 | 3.90 | 0.87 | .910 | 0.05 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.62 | 0.91 | 1-2 Times | 186 | 3.75 | 0.81 | .302 | 0.15 |
| | No previous visits | 151 | 3.62 | 0.91 | 3 times + | 204 | 3.95 | 0.76 | .001** | 0.39 |
| | 1-2 Times | 186 | 3.75 | 0.81 | 3 times + | 204 | 3.95 | 0.76 | .048 | 0.25 |
| Primary purpose of visiting the guesthouse | Leisure/Vacation | 241 | 3.85 | 0.90 | Business/Convention | 124 | 3.63 | 0.80 | .037* | 0.26 |
| | Leisure/vacation | 241 | 3.85 | 0.90 | Other | 176 | 3.81 | 0.82 | .881 | 0.04 |
| | Business/convention | 124 | 3.63 | 0.80 | Other | 176 | 3.81 | 0.82 | .134 | 0.23 |

(*p<0.05; **p<0.001)

It also emerged that significant differences in perceptions of Peace of mind occur between guests visiting for leisure/vacation and those visiting for business/conventions ($p=0.037$), with Cohen's d (0.26) indicating a small effect size. Significant differences were found for respondents with no prior visits to the guesthouse and respondents who have visited the guesthouse three and more times ($p=0.001$). This suggest that respondents who have visited the guesthouse three and more times could have more experience regarding assurance of Peace of mind offered at the guesthouse than guests with no prior visits to the guesthouse. This can influence their stay and perception with the guesthouse. Cohen's d (0.39) indicates a small effect size.

7.8.4 Post-hoc Scheffé test for Involvement

Post-hoc Scheffé tests performed on Involvement are displayed in Table 7.19. It emerged from Table 7.19 that significant differences exist between respondents aged 18-30 and 31-40 ($p=0.024$), and between those 18-30 and 41 and older ($p=0.028$). Cohen's d (0.30 and 0.28 respectively) indicates a

small effect. In both cases, the mean scores for the 18-30 age group were lower than those of the alternative group.

TABLE 7.19
SCHEFFÉ POST-HOC ANALYSIS: INVOLVEMENT

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|---------------------|-----|------|------|----------|-----------|
| Age | 18-30 | 275 | 3.37 | 0.87 | 31-40 | 130 | 3.62 | 0.79 | .024* | 0.30 |
| | 18-30 | 275 | 3.37 | 0.87 | 41+ | 136 | 3.61 | 0.87 | .028* | 0.28 |
| | 31-40 | 130 | 3.62 | 0.79 | 41+ | 136 | 3.61 | 0.87 | .996 | 0.01 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.25 | 0.91 | 1-2 Times | 186 | 3.45 | 0.81 | .102 | 0.24 |
| | No previous visits | 151 | 3.25 | 0.91 | 3 times + | 204 | 3.70 | 0.76 | <.0005** | 0.54 |
| | 1-2 times | 186 | 3.45 | 0.81 | 3 times + | 204 | 3.70 | 0.76 | .020* | 0.31 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.59 | 0.90 | Business/Convention | 124 | 3.30 | 0.80 | .011** | 0.33 |
| | Leisure/vacation | 241 | 3.59 | 0.90 | Other | 176 | 3.48 | 0.82 | .397 | 0.13 |
| | Business/convention | 124 | 3.30 | 0.80 | Other | 176 | 3.48 | 0.82 | .238 | 0.21 |

(*p<0.05; **p<0.001)

The data further show significant differences in the perception of the Involvement dimension between guests with no previous experience with the guesthouse and guests with three and more visits to the guesthouse (p<0.0005). Cohen's d (0.54) indicates a moderate effect size. Significant differences were found for respondents with, at most, two visits to the guesthouse and respondents who have visited the guesthouse three or more times (p=0.020). Cohen's d (0.31) indicates a small effect size. Although significant differences were found between respondents visiting the guesthouse for leisure/vacation and those visiting for business/convention (p=0.011) reasons, the difference showed a small effect size (Cohen's d =0.33).

7.8.5 Post-hoc Scheffé test for Recognition

Table 7.20 presents the results of the post-hoc Scheffé test for Recognition. Significant differences in the mean scores were found to exist between the paired comparison of respondents aged 18-30 and 31-40 ($p=0.002$), and between those aged 18-30 and 41 and older ($p=0.002$). Cohen's d (0.38 and 0.37 respectively) implied a small effect size. Significant differences were also evident between the paired comparison of guests with no previous experience with the guesthouse, and guests with at most two visits to the guesthouse ($p=0.001$). Cohen's d (0.41) indicates a small effect size. The 18-30 age group had lower mean scores than the other groups.

TABLE 7.20
SCHEFFÉ POST-HOC ANALYSIS: RECOGNITION

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--------------------------------|--------------------|-----|------|------|-----------|-----|------|------|----------|-----------|
| Age | 18-30 | 275 | 3.24 | 0.87 | 31-40 | 130 | 3.56 | 0.79 | .002** | 0.38 |
| | 18-30 | 275 | 3.24 | 0.87 | 41+ | 136 | 3.56 | 0.87 | .002** | 0.37 |
| | 31-40 | 130 | 3.56 | 0.79 | 41+ | 136 | 3.56 | 0.87 | .998 | 0.01 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.07 | 0.91 | 1-2 Times | 186 | 3.42 | 0.81 | .001** | 0.41 |
| | No previous visits | 151 | 3.07 | 0.91 | 3 times + | 204 | 3.62 | 0.76 | <.0005** | 0.67 |
| | 1-2 Times | 186 | 3.42 | 0.81 | 3 times + | 204 | 3.62 | 0.76 | .066 | 0.26 |

(* $p<0.05$; ** $p<0.001$)

Similarly, respondents with no previous experience with the guesthouse and guests with three and more visits to the guesthouse were paired, and the results revealed significant differences ($p<0.0005$) in these groups' perceptions. Cohen's d (0.67) implied a moderate effect size. In all cases, the mean scores for Level 1 were lower than those for Level 2.

7.8.6 Post-hoc Scheffé test for Atmospheric

The results of the post-hoc Scheffé test performed for Atmospheric are displayed in Table 7.21. The results show significant differences between the

scores for those aged 18-30 and 31-40 ($p=0.001$), and between those aged 18-30 and 41 years and older ($p=0.002$). Cohen's d (0.36 and 0.31 respectively) indicates a small effect size. Significant differences were also evident between guests with no previous experience with the guesthouse, and those who have visited the guesthouse more than three times ($p<0.0005$). Cohen's d (0.38) shows a small effect size.

TABLE 7.21
SCHEFFÉ POST-HOC ANALYSIS: ATMOSPHERICS

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--------------------------------|--------------------|-----|------|------|-----------|-----|------|------|----------|-----------|
| Age | 18-30 | 275 | 3.69 | 0.87 | 31-40 | 130 | 3.99 | 0.79 | .001** | 0.36 |
| | 18-30 | 275 | 3.69 | 0.87 | 41+ | 136 | 3.96 | 0.87 | .002** | 0.31 |
| | 31-40 | 130 | 3.99 | 0.79 | 41+ | 136 | 3.96 | 0.87 | .944 | 0.04 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.65 | 0.91 | 1-2 Times | 186 | 3.81 | 0.81 | .129 | 0.19 |
| | No previous visits | 151 | 3.65 | 0.91 | 3 times + | 204 | 3.97 | 0.76 | <.0005** | 0.38 |
| | 1-2 Times | 186 | 3.81 | 0.81 | 3 times + | 204 | 3.97 | 0.76 | .127 | 0.19 |

(* $p<0.05$; ** $p<0.001$)

7.8.7 Post-hoc Scheffé test for Enjoyment

The post-hoc Scheffé test results for Enjoyment are reflected in Table 7.22. The table revealed no significant differences between perceptions of the following paired respondent profile variables: respondents aged 31-40 and 41 years and older; respondents with no previous experience with the guesthouse and respondents with at most two visits to the guesthouse; respondents with at most two visits and more than three visits to the guesthouse. No significant differences were found between respondents visiting for leisure/vacation purposes and those visiting for other purposes. Where significant difference did occur, the effect size was small. The mean score for leisure/vacation (3.70) exceeded the score for business/convention (3.47).

TABLE 7.22
SCHEFFÉ POST-HOC ANALYSIS: ENJOYMENT

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|---------------------|-----|------|------|--------|-----------|
| Age | 18-30 | 275 | 3.50 | 0.87 | 31-40 | 130 | 3.81 | 0.79 | .001** | 0.37 |
| | 18-30 | 275 | 3.50 | 0.87 | 41+ | 136 | 3.80 | 0.87 | .002* | 0.34 |
| | 31-40 | 130 | 3.81 | 0.79 | 41+ | 136 | 3.80 | 0.87 | .987 | 0.02 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.47 | 0.91 | 1-2 times | 186 | 3.66 | 0.81 | .093 | 0.22 |
| | No previous visits | 151 | 3.47 | 0.91 | 3 times + | 204 | 3.78 | 0.76 | .001** | 0.38 |
| | 1-2 Times | 186 | 3.66 | 0.81 | 3 times + | 204 | 3.78 | 0.76 | .305 | 0.16 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.70 | 0.90 | Business/Convention | 124 | 3.47 | 0.80 | .036* | 0.26 |
| | Leisure/vacation | 241 | 3.70 | 0.90 | Other | 176 | 3.71 | 0.82 | .988 | 0.01 |
| | Business/Convention | 124 | 3.47 | 0.80 | Other | 176 | 3.71 | 0.82 | .037* | 0.30 |

(*p<0.05; **p<0.001)

7.8.8 Post-hoc Scheffé test for Entertainment

The post-hoc Scheffé test results for Entertainment are shown in Table 7.23. No significant differences were found for the following: age 31-40 years and 41 years and older; those guests with some experience (up to two visits), with no experience, as well as those who have visited three or more times; respondents visiting for leisure/vacation purposes, and those visiting for other purposes. In the six cases where significant differences did occur, the effect size was small.

TABLE 7.23
SCHEFFÉ POST-HOC ANALYSIS: ENTERTAINMENT

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|--------|-----------|
| Age | 18-30 | 275 | 3.46 | 0.87 | 31-40 | 130 | 3.76 | 0.79 | .005** | 0.36 |
| | 18-30 | 275 | 3.46 | 0.87 | 41+ | 136 | 3.70 | 0.87 | .028* | 0.28 |
| | 31-40 | 130 | 3.76 | 0.79 | 41+ | 136 | 3.70 | 0.87 | .873 | 0.07 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.43 | 0.91 | 1-2 Times | 186 | 3.57 | 0.81 | .317 | 0.17 |
| | No previous visits | 151 | 3.43 | 0.91 | 3 times + | 204 | 3.74 | 0.76 | .004** | 0.38 |
| | 1-2 Times | 186 | 3.57 | 0.81 | 3 times + | 204 | 3.74 | 0.76 | .164 | 0.21 |
| Education | High school or less | 245 | 3.64 | 0.89 | Diploma/degree/post-graduate | 296 | 3.56 | 0.83 | .047* | 0.09 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.65 | 0.90 | Business/Convention | 124 | 3.36 | 0.80 | .010* | 0.34 |
| | Leisure/vacation | 241 | 3.65 | 0.90 | Other | 176 | 3.67 | 0.82 | .974 | 0.02 |
| | Business/convention | 124 | 3.36 | 0.80 | Other | 176 | 3.67 | 0.82 | .009** | 0.38 |

(*p<0.05; **p<0.001)

7.8.9 Post-hoc Scheffé test for Escape

The results of the post-hoc Scheffé test conducted for Escape are displayed in Table 7.24. It emerged from the results that three paired respondent profiles showed significant differences, namely respondents with no prior guesthouse visits and those with three and more visits; respondents visiting the guesthouse for leisure/vacation purposes and those visiting the guesthouse for business/convention purposes; and respondents visiting for business/convention purposes or for other purposes. Cohen's d (0.31, 0.36, and 0.35 respectively) indicates a small effect.

TABLE 7.24
SCHEFFÉ POST-HOC ANALYSIS: ESCAPE

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|---------------------|-----|------|------|--------|-----------|
| Prior visits to the guesthouse | No previous visits | 151 | 3.05 | 0.91 | 1-2 Times | 186 | 3.13 | 0.81 | .726 | 0.09 |
| | No previous visits | 151 | 3.05 | 0.91 | 3 times + | 204 | 3.31 | 0.76 | .015* | 0.31 |
| | 1-2 Times | 186 | 3.13 | 0.81 | 3 times + | 204 | 3.31 | 0.76 | .087 | 0.24 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.35 | 0.90 | Business/Convention | 124 | 3.04 | 0.80 | .003* | 0.36 |
| | Leisure/vacation | 241 | 3.35 | 0.90 | Other | 176 | 3.04 | 0.82 | .001** | 0.35 |
| | Business/convention | 124 | 3.04 | 0.80 | Other | 176 | 3.04 | 0.82 | .998 | 0.01 |

(*p<0.05; **p<0.001)

7.8.10 Post-hoc Scheffé test for Efficiency

Table 7.25 displays the results of the Scheffé post-hoc analysis for Efficiency. A significant difference was shown between those aged 18-30 and 31-40 ($p=0.004$); and those 41 years and older ($p=0.006$), but with a small effect size (Cohen's d 0.35 and 0.32 respectively). Significant differences were also found between respondents with no experience with the guesthouse and those with some experience ($p=0.033$); and those who have visited the guesthouse three or more times in the past ($p<0.0005$). Cohen's d (0.27 and 0.46 respectively) suggests a small effect. Paired comparison of respondents visiting the guesthouse for leisure/vacation purposes and doing so for business or convention purposes also showed significant differences ($p=0.38$), but Cohen's d (0.27) indicates a small effect size. In all cases, except for the purpose of visit, the mean score for Level 2 exceeded that of Level 1.

TABLE 7.25
SCHEFFÉ POST-HOC ANALYSIS: EFFICIENCY

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|---------------------|-----|------|------|----------|-----------|
| Age | 18-30 | 275 | 3.48 | 0.87 | 31-40 | 130 | 3.78 | 0.79 | .004** | 0.35 |
| | 18-30 | 275 | 3.48 | 0.87 | 41+ | 136 | 3.76 | 0.87 | .006** | 0.32 |
| | 31-40 | 130 | 3.78 | 0.79 | 41+ | 136 | 3.76 | 0.87 | .985 | 0.02 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.40 | 0.91 | 1-2 Times | 186 | 3.63 | 0.81 | .033* | 0.27 |
| | No previous visits | 151 | 3.40 | 0.91 | 3 times + | 204 | 3.78 | 0.76 | <.0005** | 0.46 |
| | 1-2 Times | 186 | 3.63 | 0.81 | 3 times + | 204 | 3.78 | 0.76 | .213 | 0.19 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.71 | 0.90 | Business/Convention | 124 | 3.48 | 0.80 | .038* | 0.27 |
| | Leisure/vacation | 241 | 3.71 | 0.90 | Other | 176 | 3.60 | 0.82 | .381 | 0.13 |
| | Business/convention | 124 | 3.48 | 0.80 | Other | 176 | 3.60 | 0.82 | .464 | 0.15 |

(*p<0.05; **p<0.001)

7.8.11 Post-hoc Scheffé test for Excellence

The results of the Scheffé post-hoc analysis test on Excellence are shown in Table 7.26. A significant difference was found between those aged 18-30 and 31-40 ($p<0.0005$), and between respondents aged 18-30 and those 41 years and older ($p=0.003$). However, their effect size was small (Cohen's d 0.44 and 0.35 respectively). Significant differences were also found between respondents with no experience with the guesthouse and those with some experience ($p=0.004$); and those who have visited the guesthouse three or more times ($p<0.0005$). A small and moderate effect size (Cohen's d 0.37 and 0.55 respectively) was found. Paired comparison of respondents visiting the guesthouse for leisure/vacation purposes and doing so for business or convention purposes also showed significant differences ($p=0.33$), but Cohen's d (0.28) indicates a small effect. In all cases, except for purpose of visit, the mean score for Level 2 exceeded that of Level 1.

TABLE 7.26
SCHEFFÉ POST-HOC ANALYSIS: EXCELLENCE

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|---------------------|-----|------|------|----------|-----------|
| Age | 18-30 | 275 | 3.48 | 0.87 | 31-40 | 130 | 3.85 | 0.79 | <.0005** | 0.44 |
| | 18-30 | 275 | 3.48 | 0.87 | 41+ | 136 | 3.78 | 0.87 | .003* | 0.35 |
| | 31-40 | 130 | 3.85 | 0.79 | 41+ | 136 | 3.78 | 0.87 | .822 | 0.08 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.36 | 0.91 | 1-2 Times | 186 | 3.68 | 0.81 | .004* | 0.37 |
| | No previous visits | 151 | 3.36 | 0.91 | 3 times + | 204 | 3.82 | 0.76 | <.0005** | 0.55 |
| | 1-2 Times | 186 | 3.68 | 0.81 | 3 times + | 204 | 3.82 | 0.76 | .253 | 0.18 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.74 | 0.90 | Business/Convention | 124 | 3.50 | 0.80 | .033* | 0.28 |
| | Leisure/vacation | 241 | 3.74 | 0.90 | Other | 176 | 3.61 | 0.82 | .303 | 0.15 |
| | Business/convention | 124 | 3.50 | 0.80 | Other | 176 | 3.61 | 0.82 | .513 | 0.14 |

(*p<0.05; **p<0.001)

7.8.12 Post-hoc Scheffé test for Economic value

The Scheffé post-hoc test results for Economic value are displayed in Table 7.27. Two of the significant differences relate to age, but had a small effect size.

TABLE 7.27
SCHEFFÉ POST-HOC ANALYSIS: ECONOMIC VALUE

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--------------------------------|--------------------|-----|------|------|-----------|-----|------|------|----------|-----------|
| Age | 18-30 | 275 | 3.56 | 0.87 | 31-40 | 130 | 3.86 | 0.79 | .003* | 0.36 |
| | 18-30 | 275 | 3.56 | 0.87 | 41+ | 136 | 3.78 | 0.87 | .040* | 0.26 |
| | 31-40 | 130 | 3.86 | 0.79 | 41+ | 136 | 3.78 | 0.87 | .713 | 0.10 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.49 | 0.91 | 1-2 times | 186 | 3.66 | 0.81 | .181 | 0.20 |
| | No previous visits | 151 | 3.49 | 0.91 | 3 times + | 204 | 3.86 | 0.76 | <.0005** | 0.45 |
| | 1-2 times | 186 | 3.66 | 0.81 | 3 times + | 204 | 3.86 | 0.76 | .051 | 0.26 |

(*p<0.05; **p<0.001)

The other significant difference occurred with respect to those with no prior guesthouse visits and those who have visited the guesthouse three or more times ($p<0.0005$). This suggests that guests who have visited the

guesthouse three or more times might have done so on several occasions perhaps due to value for money experiences encountered at the guesthouse or they might not have any concerns regarding the economic value offered by the guesthouse. This perception could differ from guests with no prior guesthouse visits.

7.8.13 Post-hoc Scheffé test for Overall experience

The results of the Scheffé post-hoc analysis test for Overall experience are displayed in Table 7.28. A significant difference was found between those aged 18-30 and 31-40 ($p=.006$); between respondents aged 18-30 and those 41 years and older ($p=0.008$). However, their effect size was small.

TABLE 7.28
SCHEFFÉ POST-HOC ANALYSIS: OVERALL EXPERIENCE

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|---------------------|-----|------|------|----------|-----------|
| Age | 18-30 | 275 | 3.44 | 0.80 | 31-40 | 130 | 3.69 | 0.64 | .006* | 0.33 |
| | 18-30 | 275 | 3.44 | 0.80 | 41+ | 136 | 3.68 | 0.73 | .008* | 0.31 |
| | 31-40 | 130 | 3.69 | 0.64 | 41+ | 136 | 3.68 | 0.73 | .989 | 0.02 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.34 | 0.82 | 1-2 Times | 186 | 3.54 | 0.74 | .044* | 0.26 |
| | No previous visits | 151 | 3.34 | 0.82 | 3 times + | 204 | 3.75 | 0.67 | <.0005** | 0.55 |
| | 1-2 Times | 186 | 3.54 | 0.74 | 3 times + | 204 | 3.75 | 0.67 | .021* | 0.29 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.64 | 0.82 | Business/Convention | 124 | 3.42 | 0.72 | .026* | 0.28 |
| | Leisure/vacation | 241 | 3.64 | 0.82 | Other | 176 | 3.56 | 0.67 | .599 | 0.10 |
| | Business/convention | 124 | 3.42 | 0.72 | Other | 176 | 3.56 | 0.67 | .239 | 0.21 |

(* $p<0.05$; ** $p<0.001$)

Significant differences were also found between respondents with no experience with the guesthouse and those with some experience ($p=0.044$); respondents with no experience with the guesthouse and those who have visited the guesthouse three and more times ($p<0.0005$); and respondents with some experience and those who have visited the guesthouse three and

more times in the past ($p=0.21$). Their Cohen's d respectively reflected 0.26 (small effect size); 0.55 (moderate effect size); and 0.29 (small effect size). Paired comparison of respondents visiting the guesthouse for leisure/vacation purposes and doing so for business or convention purposes also showed significant differences ($p=0.26$), but Cohen's d (0.28) indicates a small effect.

7.8.14 Post-hoc Scheffé test for Overall satisfaction

According to the Scheffé post-hoc test results for Overall satisfaction, presented in Table 7.29, significant differences were found between respondents aged 18-30 and those 41 years and older ($p=0.032$), but Cohen's d (0.30) indicated a small effect. The older group was more satisfied ($M=3.89$) than the younger group ($M=3.63$). There was also a significant difference between respondents with no experience and respondents with three or more visits ($p<0.0005$). In terms of this, Cohen's d (0.50) showed a moderate effect. Those with more experience of the guesthouse were more satisfied ($M=3.93$) than those with no prior visits ($M=3.52$).

TABLE 7.29
SCHEFFÉ POST-HOC ANALYSIS: OVERALL SATISFACTION

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--------------------------------|--------------------|-----|------|------|-----------|-----|------|------|----------|-----------|
| Age | 18-30 | 275 | 3.63 | 0.87 | 31-40 | 130 | 3.87 | 0.79 | .053 | 0.29 |
| | 18-30 | 275 | 3.63 | 0.87 | 41+ | 136 | 3.89 | 0.87 | .032* | 0.30 |
| | 31-40 | 130 | 3.87 | 0.79 | 41+ | 136 | 3.89 | 0.87 | .990 | 0.02 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.52 | 0.91 | 1-2 Times | 186 | 3.75 | 0.81 | .084 | 0.27 |
| | No Previous Visits | 151 | 3.52 | 0.91 | 3 times + | 204 | 3.93 | 0.76 | <.0005** | 0.50 |
| | 1-2 Times | 186 | 3.75 | 0.81 | 3 times + | 204 | 3.93 | 0.76 | .150 | 0.24 |

(* $p<0.05$; ** $p<0.001$)

7.8.15 Concluding remarks on ANOVA results

Table 7.30 provides a summary of the profile variables that made a significant difference in respondents' perceptions of the experience dimensions, and of overall satisfaction. The first column lists the profile variable and the second column lists those experience dimensions significantly affected by the profile variable.

TABLE 7.30
SUMMARY OF SIGNIFICANT ANOVA RESULTS

| Respondents' profile | Dimensions |
|--|--|
| Age | Peace of mind, Involvement, Recognition, Atmospheric, Enjoyment, Entertainment, Efficiency, Excellence, Economic value, Overall satisfaction |
| Prior visits to the guesthouse | Hedonics, Peace of mind, Involvement, Recognition, Atmospheric, Enjoyment, Entertainment, Escape, Efficiency, Excellence, Economic value, Overall satisfaction |
| Education | Peace of mind, Entertainment |
| Primary purpose of visiting the guesthouse | Entertainment, Escape, Efficiency, Excellence, Overall satisfaction |

7.8.16 Concluding remarks on Post-hoc Scheffé tests

Table 7.31 provides a summary of the specific profile variables and experience dimensions for which medium and large effect sizes were obtained from the post-hoc Scheffé tests. These results are more important than the ANOVA results, as the ANOVA results only indicate statistical significance. Cohen's d-value, in contrast, reflects a more stringent test of significant differences (practical significance). The second column lists the affected dimensions. Only dimensions with either moderate or large significant difference are reported in this table. The first column lists those profile variables with either moderate or large effect sizes. The third column represents the specific aspect of the profile variable and the last column indicates whether the effect size was moderate or large.

Table 7.31 shows that only prior visits to the guesthouse affected the experience dimensions of Hedonics, Involvement, Recognition and Excellence. Respondents' prior visits also showed a significant effect size for Overall experience and Overall satisfaction. In all aspects moderate effect sizes were reported for respondents with no experience and respondents with three or more visits to the guesthouse. Prior experience therefore does play an important role in respondents' perceptions.

TABLE 7.31

SUMMARY OF MODERATE AND LARGE EFFECT POST-HOC SCHEFFÉ TEST

| Dimensions | Respondents' profile | Comparative categories showing significant difference | Significant effect size |
|----------------------|--------------------------------|---|-------------------------|
| Hedonics | Prior visits to the guesthouse | No previous visits/ 3 times+ | Moderate effect size |
| Involvement | Prior visits to the guesthouse | No previous visits/ 3 times+ | Moderate effect size |
| Recognition | Prior visits to the guesthouse | No previous visits/ 3 times+ | Moderate effect size |
| Excellence | Prior visits to the guesthouse | No previous visits/ 3 times+ | Moderate effect size |
| Overall experience | Prior visits to the guesthouse | No previous visits/ 3 times+ | Moderate effect size |
| Overall satisfaction | Prior visits to the guesthouse | No previous visits/ 3 times+ | Moderate effect size |

7.9 CLASSIFICATION OF THE EXPERIENCE DIMENSIONS ACCORDING TO THE 'THREE-FACTOR' SATISFACTION MODEL

In order to provide guesthouse management with a guideline to assist them further in deciding where to allocate their resources, the overall experience dimensions were classified into basic, excitement, and performance/hybrid

factors of satisfaction. This addresses Objective 5 of the current study. However, Experience quality and Experience value was found to be one factor, termed Overall experience (see Section 7.6). However, all 11 dimensions were still valid and thus formed part of the classification.

A variation of the methodology employed by Füller and Matzler (2008:121-122) as described in Chapter 6 (Section 6.6.3.2) has been used in the classification process. The Overall experience dimensions were regarded as the independent variables and categorised into dissatisfiers (Dd) and satisfiers (Sd). Overall satisfaction served as the dependent variable. Section 7.9.1 reports the classification process following Füller and Matzler's (2008:121-122) methodology (see Section 6.6.3.2 (d) for an explanation). However, a number of concerns with this method were identified and hence a procedure to address these concerns is first proposed in Section 7.9.2. A classification is then done according to the proposed revised method. The difference in results call for further research, as will be explained in Chapter 8.

7.9.1 Classification of dimensions following the method of Füller and Matzler

The first step in the classification process was to obtain the regression analysis data for the dummy variables. Thereafter, the 11 dimensions were categorised into dissatisfiers and satisfiers, and the significance of their relationship with Overall satisfaction determined. Table 7.32 summarises the results of the dummy variable regression analysis.

It has to be noted that all the experience dimensions represent potential dissatisfiers as well as potential satisfiers. Table 7.32 shows that three *dissatisfiers*, namely Hedonics, Recognition, and Economic value exert a significant influence on Overall satisfaction at $p < 0.05$, while a further three *dissatisfiers* (Entertainment, Efficiency and Excellence) have a significant influence on Overall satisfaction at $p < 0.001$. Only two *satisfier* variables,

namely Excellence ($p < 0.002$) and Economic value ($p < 0.05$) have a significant influence on Overall satisfaction.

TABLE 7.32
RESULTS OF DUMMY VARIABLE REGRESSION ANALYSIS: FÜLLER AND
MATZLER'S METHOD

| | Coefficient | Std. Error | t (538) | p-value |
|----------------------|--------------|--------------|---------------|------------------|
| Intercept | 4.126 | 0.055 | 74.818 | <.0005 |
| Dissatisfiers | | | | |
| Dd. Hedonics | -0.217 | 0.080 | -2.733 | .006* |
| Dd. Peace of mind | -0.127 | 0.078 | -1.623 | .105 |
| Dd. Involvement | -0.035 | 0.077 | -0.460 | .646 |
| Dd. Recognition | -0.261 | 0.084 | -3.092 | .002* |
| Dd. Atmospherics | 0.043 | 0.089 | 0.476 | .635 |
| Dd. Enjoyment | -0.024 | 0.084 | -0.288 | .774 |
| Dd. Entertainment | -0.298 | 0.080 | -3.722 | <.0005** |
| Dd. Escape | 0.011 | 0.068 | 0.169 | .866 |
| Dd. Efficiency | -0.292 | 0.086 | -3.397 | .001** |
| Dd. Excellence | -0.335 | 0.093 | -3.610 | <.0005** |
| Dd. Economic value | -0.277 | 0.089 | -3.126 | .002* |
| Satisfiers | | | | |
| Sd. Hedonics | 0.090 | 0.066 | 1.354 | .176 |
| Sd. Peace of mind | 0.098 | 0.070 | 1.392 | .164 |
| Sd. Involvement | -0.020 | 0.072 | -0.278 | .781 |
| Sd. Recognition | -0.022 | 0.065 | -0.338 | .736 |
| Sd. Atmospherics | -0.054 | 0.068 | -0.796 | .426 |
| Sd. Enjoyment | -0.032 | 0.070 | -0.461 | .645 |
| Sd. Entertainment | 0.035 | 0.069 | 0.510 | .610 |
| Sd. Escape | 0.097 | 0.067 | 1.439 | .151 |
| Sd. Efficiency | 0.033 | 0.068 | 0.487 | .626 |
| Sd. Excellence | 0.218 | 0.069 | 3.180 | .002* |
| Sd. Economic value | 0.149 | 0.072 | 2.074 | .039* |

* $p < 0.05$; ** $p < 0.001$

Dd=Dissatisfiers; Sd=Satisfiers

Note:

$R = .834$; $R^2 = .695$; Adjusted $R^2 = .682$

$F(22,518) = 53.744$; $p < 0.0005$; Std. Error of estimate = 0.545; $n = 541$

The second step was to classify the experience dimensions into the three-factor model of satisfaction following Füller and Matzler's method. Table 7.33 presents the results. Column 1 lists the dimensions of Overall experience. Column 2 (low satisfaction) represents the Dd (dissatisfier) coefficients and Column 3 (high satisfaction) represents the Sd (satisfier) coefficients. Column

4 (ratio impact of high and low satisfaction) was obtained by dividing the high satisfaction by the low satisfaction values. In all cases the figures were rounded to two decimals. If the ratio is less than one, the dimension is classified as a *basic satisfier*, if the ratio is equal to or close to one, it is classified as a *performance/hybrid factor*, and if the ratio is higher than one, the dimension is classified as an *excitement satisfier*. The resulting classification is indicated in Column 5.

TABLE 7.33
DIMENSION CLASSIFICATION ACCORDING TO FÜLLER AND MATZLER'S
METHOD

| Dimensions | Dummy variable regressions coefficients | | Ratio (impact high/low) | Factor classification |
|----------------|---|-------------------|-------------------------|-----------------------|
| | Low satisfaction | High satisfaction | | |
| Hedonics | -0.22** | 0.09n.s. | 0.41 | Basic |
| Peace of mind | -0.13n.s. | 0.10n.s. | 0.77 | Basic |
| Involvement | -0.04n.s. | -0.02n.s. | 0.56 | Basic |
| Recognition | -0.26** | -0.02n.s. | 0.08 | Basic |
| Atmospherics | 0.04n.s. | -0.05n.s. | 1.27 | Excitement |
| Enjoyment | -0.02n.s. | -0.03n.s. | 1.34 | Excitement |
| Entertainment | -0.30*** | 0.04n.s. | 0.12 | Basic |
| Escape | 0.01n.s. | 0.10n.s. | 8.45 | Excitement |
| Efficiency | -0.29*** | 0.03n.s. | 0.11 | Basic |
| Excellence | -0.33*** | 0.22** | 0.65 | Basic |
| Economic value | -0.28** | 0.15* | 0.54 | Basic |

*P<0.001

According to Füller and Matzler's method, Hedonics, Peace of mind, Involvement, Recognition, Entertainment, Efficiency, Excellence, and Economic value are basic satisfiers. Atmospherics, Enjoyment, and Escape are excitement factors. No dimension was classified as a *performance/hybrid* factor.

7.9.2 Addressing concerns regarding the Füller and Matzler method

Table 7.33 reported the classification of the dimensions following Füller and Matzler's method. However, as explained in Section 6.6.3.2 (d) of the current study, a number of concerns have been identified with regard to this

method. The procedure for addressing these concerns was also stated in Section 6.6.3.2. The current section explains the statistical results for addressing the various concerns.

7.9.2.1 Addressing concern 1

The first concern relates to the procedure adopted for the regression coefficients with dummy variables to obtain the factor structure of customer satisfaction and asymmetric relationships. A suggested alternative method is to obtain regression coefficients from regression analysis for *each factor individually*. Overall satisfaction is the dependent variable in all these individual regression analyses. The results of 11 regression analyses for each of the Overall experience dimensions are shown in Annexure F. In these results b^* represents the standardised coefficients and b the regular coefficients. The latter are used because all the factors were scored using the same response scale. Table 7.34 provides a summary of results.

TABLE 7.34

REGRESSION SUMMARY FOR OVERALL EXPERIENCE VALUE DIMENSIONS

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|----------------------|-----------|-----------------|-----------|-----------------|---------------|----------------|
| Dissatisfiers | | | | | | |
| Dd. Hedonics | -0.543071 | 0.035345 | -1.14193 | 0.074322 | -15.3647 | 0.000000 |
| Dd. Peace of mind | -0.519832 | 0.035838 | -1.11117 | 0.076605 | -14.5051 | 0.000000 |
| Dd. Involvement | -0.500785 | 0.036844 | -1.04944 | 0.077210 | -13.5921 | 0.000000 |
| Dd. Recognition | -0.582940 | 0.034284 | -1.31175 | 0.077146 | -17.0035 | 0.000000 |
| Dd. Atmospherics | -0.574480 | 0.035124 | -1.20798 | 0.073856 | -16.3558 | 0.000000 |
| Dd. Enjoyment | -0.526594 | 0.035488 | -1.16751 | 0.078680 | -14.8387 | 0.000000 |
| Dd. Entertainment | -0.554503 | 0.034857 | -1.18758 | 0.074653 | -15.9080 | 0.000000 |
| Dd. Escape | -0.379460 | 0.038266 | -0.831634 | 0.083865 | -9.91639 | 0.000000 |
| Dd. Efficiency | -0.607341 | 0.034341 | -1.24746 | 0.070535 | -17.6858 | 0.000000 |
| Dd. Excellence | -0.583454 | 0.032818 | -1.21279 | 0.068217 | -17.7784 | 0.000000 |
| Dd. Economic Value | -0.602542 | 0.032287 | -1.26918 | 0.068010 | -18.6618 | 0.000000 |
| Satisfiers | | | | | | |
| Sd. Hedonics | 0.215020 | 0.035345 | 0.47020 | 0.077292 | 6.0834 | 0.000000 |
| Sd. Peace of mind | 0.226979 | 0.035838 | 0.49208 | 0.077695 | 6.3335 | 0.000000 |
| Sd. Involvement | 0.212800 | 0.036844 | 0.47408 | 0.082081 | 5.7757 | 0.000000 |
| Sd. Recognition | 0.169295 | 0.034284 | 0.38498 | 0.077962 | 4.9381 | 0.000000 |
| Sd. Atmospherics | 0.183969 | 0.035124 | 0.39324 | 0.075079 | 5.2377 | 0.000000 |
| Sd. Enjoyment | 0.228546 | 0.035488 | 0.48225 | 0.074882 | 6.4401 | 0.000000 |
| Sd. Entertainment | 0.211866 | 0.034857 | 0.46128 | 0.075891 | 6.0782 | 0.000000 |
| Sd. Escape | 0.301900 | 0.038266 | 0.653136 | 0.082785 | 7.88954 | 0.000000 |
| Sd. Efficiency | 0.176856 | 0.034341 | 0.37385 | 0.072590 | 5.1501 | 0.000000 |
| Sd. Excellence | 0.256737 | 0.032818 | 0.53283 | 0.068110 | 7.8230 | 0.000000 |
| Sd. Economic Value | 0.225051 | 0.032287 | 0.51894 | 0.074451 | 6.9702 | 0.000000 |

$p=0.000$

7.9.2.2 Addressing concern 2

The second concern with the Füller and Matzler method is that basing the classification on a ratio might be unsound given that inflated results will be obtained if the dominator is close to zero. A suggested alternative method was to base the classification on the sum of the coefficients.

7.9.2.3 Addressing concern 3

The third concern is related to the criteria for classifying a factor as performance/hybrid. Füller and Matzler (2008) stated that factors are supposed to be classified as hybrid if the regression coefficients are equal (ratio=1) or close to one. However, given that the coefficients are continuous variables, it is argued that the probability of any two of them being equal is zero. Thus no factor can be classified as hybrid using this method. Indeed no hybrid factor resulted from the classification of the experience dimensions (see Table 7.33). Furthermore, no guideline was given as part of the three-factor model as to exactly what constitutes a value of close to one. A suggested alternative method is to classify a factor as hybrid if the *sum of its coefficients* falls in an interval of between -0.5 and +0.5. This range was chosen arbitrarily, and has to be verified in further research.

7.9.3 Classification of experience dimensions according to the proposed revised method

Table 7.35 presents the classification results following the proposed revised method. As pointed out in Section 6.6.3.2, if the sum of the regression coefficients for a factor is less than -0.5, but more than -1, the factor is classified as a *basic satisfier*. A dimension is classified as a *performance/hybrid* factor when the sum of the regression coefficients is in an interval between -0.50 to +0.50. A factor is classified as an *excitement satisfier* when the sum of the regression coefficients is greater than +0.50.

Column 1 of Table 7.35 shows the different dimensions of overall experience. Column 2 (low satisfaction) represents the Dd (dissatisfier) regular coefficients (or *b* coefficients) and Column 3 (high satisfaction) represents the Sd (satisfier) coefficients for regular coefficients (or *b* coefficients). All the values in Columns 2 and 3 can be found in Table 7.34. Column 4 (sum impact of high and low satisfaction) was obtained by adding the low and high satisfaction values. In all cases the figures were rounded to two decimals. Column 5 shows the classification of the dimensions.

TABLE 7.35
DIMENSION CLASSIFICATION ACCORDING TO PROPOSED REVISED
METHOD

| Dimensions | Dummy variable regressions coefficients | | Sum (impact high+low) | Factor classification |
|----------------|---|-------------------|-----------------------|-----------------------|
| | Low satisfaction | High satisfaction | | |
| Hedonics | -1.14 | 0.47 | -0.67 | Basic |
| Peace of mind | -1.11 | 0.49 | -0.62 | Basic |
| Involvement | -1.05 | 0.47 | -0.58 | Basic |
| Recognition | -1.31 | 0.38 | -0.93 | Basic |
| Atmospherics | -1.21 | 0.39 | -0.81 | Basic |
| Enjoyment | -1.17 | 0.48 | -0.69 | Basic |
| Entertainment | -1.19 | 0.46 | -0.73 | Basic |
| Escape | -0.83 | 0.65 | -0.18 | Hybrid |
| Efficiency | -1.25 | 0.37 | -0.87 | Basic |
| Excellence | -1.21 | 0.53 | -0.68 | Basic |
| Economic value | -1.27 | 0.52 | -0.75 | Basic |

*p<0.001

Table 7.35 indicates that for the respondents in the current study, all experience dimensions, excluding Escape, are seen as basic satisfiers. No dimension is classified as a performance/hybrid factor. The implications of this classification are discussed in Section 8.3.5 as part of the conclusions and implications of the study.

7.10 CORRELATIONS AND RELATIONSHIPS AMONG DEPENDENT AND INDEPENDENT VARIABLES AND INFERENTIAL RANKING OF DIMENSIONS

This section deals with the correlations and relationships among the different variables. The results will help address Objective 6 of the study, namely to determine the relationship between experience quality, experience value, and overall satisfaction. Note that following the factor analysis, experience quality and experience value are now treated as one factor, namely overall experience.

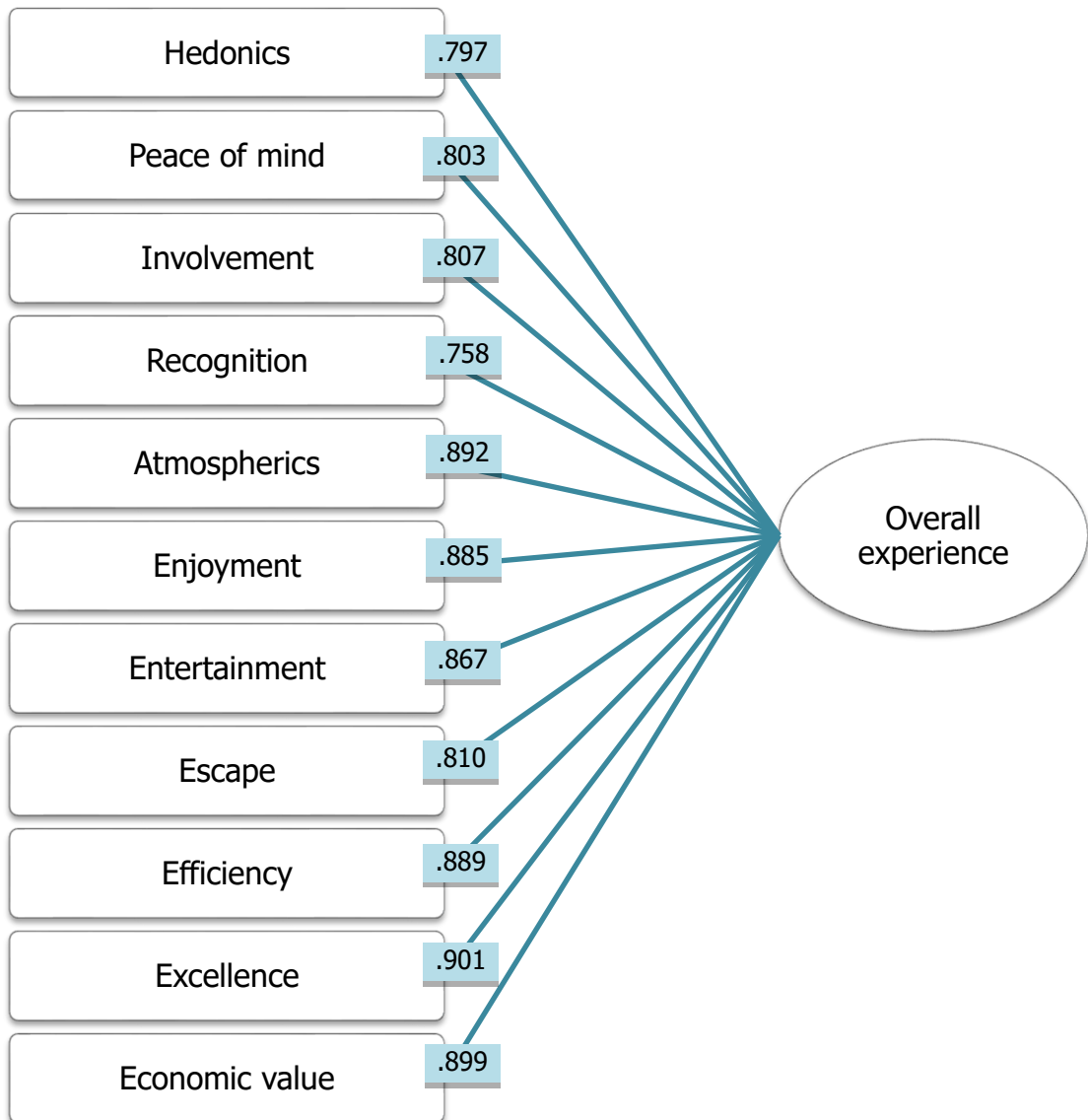
As stated in Chapter 6 of the current study, Pearson Product Moment Correlation was used to assess a number of correlations and relationships. The first part of this section will report on the correlation coefficient of the relationship between the 11 experience dimensions and Overall experience. Thereafter, the relationship between the dimensions of the Overall experience and Overall satisfaction are reported. The final part of this section will be used to report on the relationship between Overall experience and Overall satisfaction.

7.10.1 Relationships between the experience dimensions and Overall experience

Figure 7.5 provides the correlation between each of the identified dimensions of Overall experience and Overall experience. It can be seen from Figure 7.5 that the correlation coefficients were all above 0.70. This suggests a strong positive relationship.

FIGURE 7.5

RELATIONSHIPS BETWEEN THE EXPERIENCE DIMENSIONS AND OVERALL EXPERIENCE



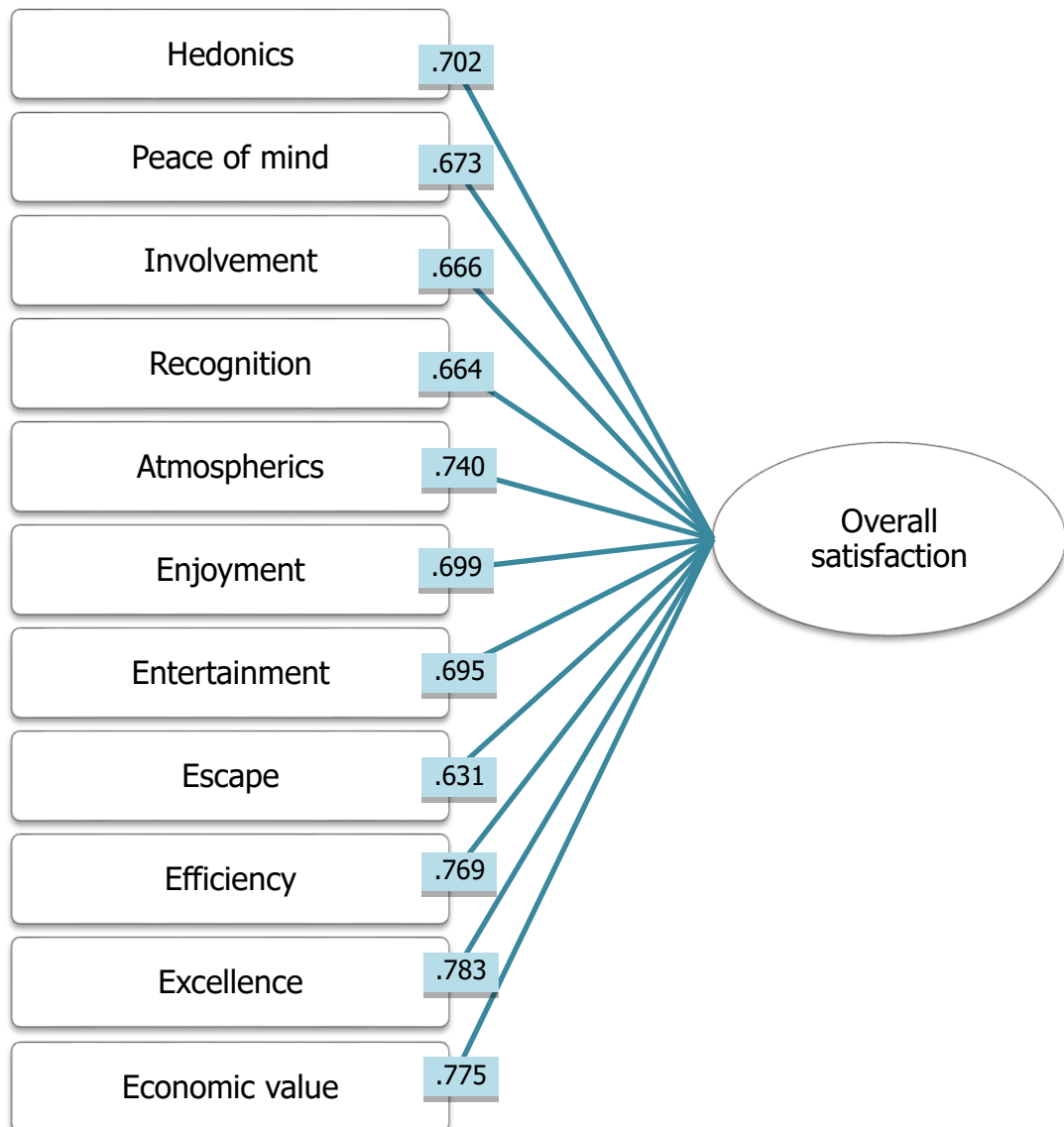
7.10.2 Relationships between the experience dimensions and Overall satisfaction

Figure 7.6 displays the relationships between the experience dimensions and Overall satisfaction. It is clear that a positive relationship exists between

each of the experience dimensions and Overall satisfaction (correlation coefficients ranging from 0.631 and 0.783).

FIGURE 7.6

RELATIONSHIPS BETWEEN THE EXPERIENCE DIMENSIONS AND OVERALL SATISFACTION



As it has now been confirmed that all the experience dimensions have a positive relationship with Overall satisfaction, the current study further explores which of the dimensions exert the strongest influence on overall

satisfaction. Table 7.36 presents the inferential ranking of the experience dimensions and their contribution to Overall satisfaction.

TABLE 7.36
INFERENTIAL RANKING OF EXPERIENCE DIMENSIONS (n=541)

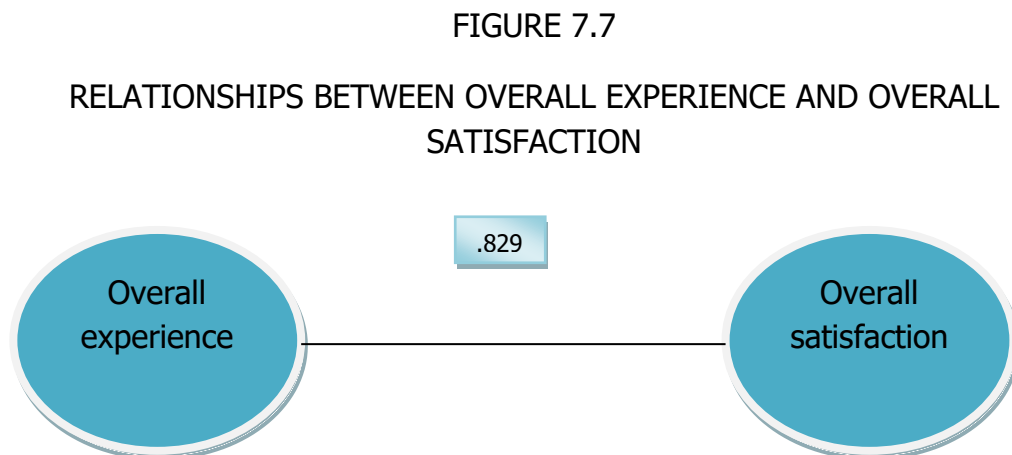
| Dimensions | | Ranking | Mean | Standard deviation |
|------------|----------------|---------|------|--------------------|
| 5 | Atmospherics | 1 | 3.83 | 0.76 |
| 2 | Peace of mind | 2 | 3.79 | 0.80 |
| 11 | Economic value | 3 | 3.69 | 0.86 |
| 6 | Enjoyment | 4 | 3.65 | 0.82 |
| 10 | Excellence | 5 | 3.64 | 0.88 |
| 9 | Efficiency | 6 | 3.62 | 0.85 |
| 7 | Entertainment | 7 | 3.59 | 0.89 |
| 1 | Hedonics | 8 | 3.51 | 0.85 |
| 3 | Involvement | 9 | 3.49 | 0.89 |
| 4 | Recognition | 10 | 3.40 | 0.90 |
| 8 | Escape | 11 | 3.18 | 0.85 |

Inferential ranking of the dimensions provides insight into the true nature of the data gathered, and categorises the dimensions according to their level of influence. The procedure adopted in the current study involves a test that compares each of the dimensions against the others. Dimensions within significant mean score differences are established and grouped together as shown in Table 7.36.

According to the results in Table 7.36, the mean scores for all the dimensions are in the positive interval (3.41-5.00) of the 5-point Likert scale used in the questionnaire, except for Escape, the dimension with the lowest mean score (M=3.18) which fell in the neutral interval (2.60 to 3.40). Dimensions 5 and 2 have the highest mean values and formed the first significant group of dimensions contributing to Overall satisfaction. This is followed by dimensions 11, 6, 10, 9, 7, 1, 3, and 4. Dimension 8 which represent Escape contributes the least to overall satisfaction. The implications of this ranking are discussed in Section 8.3.5.

7.10.3 Relationships among Overall experience and Overall satisfaction

Portrayed in Figure 7.7 are the relationships between Overall experience and Overall satisfaction. There is a strong positive relationship between Overall experience and Overall satisfaction (0.829).



7.11 STRUCTURAL EQUATION MODELLING (SEM)

The first step of the SEM involved using the 48 items measuring overall experience for the SEM fit. The results showed that the model with the 48 items representing the 11 dimensions of overall experience was unacceptable (see Annexure G). In an attempt to get a better model fit, it was decided to use the most representative item from each dimension, that is, the item with the highest correlation within a relevant dimension. Table 7.37 shows the inter-item correlations per factor (dimension) and the items that were chosen as input in the further analysis. Hayduk (1996) and Petrescu (2013) has successfully followed as similar approach.

TABLE 7.37
CORRELATION BETWEEN ITEMS AND FACTOR TO DETERMINE THE SINGLE
MOST REPRESENTATIVE ITEM

| No. | Items | Correlations |
|----------------------|---|--------------|
| Hedonics | | |
| A1 | Staying at this guesthouse was something I really liked to do | .779 |
| A2 | Staying at this guesthouse was something I will remember | .853 |
| A3 | Staying at this guesthouse was a "once-in-a lifetime" experience | .842 |
| A4 | Staying at this guesthouse was a thrilling experience | .830 |
| Peace of mind | | |
| A5 | I felt physically comfortable in this guesthouse | .790 |
| A6 | I felt that my property was safe when left in this guesthouse | .862 |
| A7 | I felt a sense of personal security staying at this guesthouse | .856 |
| A8 | I felt that my privacy was respected while staying at this guesthouse | .790 |
| Involvement | | |
| A9 | I actively participated in what this guesthouse had to offer | .836 |
| A10 | I had a choice in deciding which services I wanted to use while staying at this guesthouse | .852 |
| A11 | I was informed about everything I had to know concerning this guest house's services, activities on offer, and the like | .865 |
| 12 | I learnt new things while staying at this guesthouse | .796 |
| Recognition | | |
| A13 | My stay at this guesthouse made me feel socially accepted | .849 |
| A14 | My stay at this guesthouse made me feel important | .868 |
| A15 | My stay at this guesthouse improved how others see me | .876 |
| A16 | My stay at this guesthouse made others respect me more | .831 |
| Atmospherics | | |
| A17 | The exterior architectural design of this guesthouse is attractive | .736 |
| A18 | The interior architectural design and decorations are attractive | .796 |
| A19 | The standards of upkeep throughout the guesthouse are good | .808 |
| A20 | The noise in this guesthouse is at an acceptable level | .763 |
| A21 | The smell in this guesthouse is pleasant | .815 |
| A22 | The room temperature is comfortable | .800 |
| A23 | This guesthouse's lighting system is appropriate | .784 |
| A24 | The overall design in the guesthouse is comfortable | .791 |
| Enjoyment | | |
| A25 | Staying at this guesthouse put me in a good mood | .818 |
| A26 | Staying at this guesthouse gave me lots of pleasure | .870 |
| A27 | I had a happy time when I stayed in this guesthouse | .873 |
| A28 | I enjoyed staying at this guesthouse | .819 |
| Entertainment | | |
| A29 | I had lots of fun in this guesthouse | .852 |
| A30 | I had an entertaining experience staying at this guesthouse | .895 |
| A31 | I enjoyed the entertainment activities provided by this guesthouse | .892 |
| A32 | Staying at this guesthouse prevented me from feeling bored | .871 |
| Escape | | |
| A33 | I felt like I was living in a different world while staying at this guesthouse | .821 |
| A34 | I completely forgot about my daily routine while staying at this guesthouse | .864 |
| A35 | I felt relaxed while staying at this guesthouse | .736 |
| A36 | I completely forgot about my problems while staying at this guesthouse | .862 |

TABLE 7.37 (CONTINUED)
CORRELATION BETWEEN ITEMS AND FACTOR TO DETERMINE THE SINGLE
MOST REPRESENTATIVE ITEM

| No. | Items | Correlations |
|-----|--|--------------|
| | Efficiency | |
| A37 | The guesthouse staff understood my specific needs | .868 |
| A38 | The guesthouse staff showed a sincere interest in solving guests' problems | .862 |
| A39 | The guesthouse staff provided guests with individual attention | .871 |
| A40 | The guesthouse staff cared about what is best for their guests (have guest's best interest at heart) | .858 |
| | Excellence | |
| A41 | This guesthouse is an expert in the service it offers | .834 |
| A42 | This guesthouse provides excellent service quality | .894 |
| A43 | This guesthouse offers reliable service | .889 |
| A44 | This guesthouse ensures everything is ready before guests arrive | .836 |
| | Economic value | |
| A45 | This guesthouse is reasonably priced | .771 |
| A46 | This guesthouse offers good value for money | .871 |
| A47 | This guesthouse offers consistent quality | .871 |
| A48 | This guesthouse is a good choice | .853 |

Table 7.37 shows 11 items (indicated in red) with the highest correlation among the 11 dimensions. Having established the items with the highest correlations, Exploratory Factor Analysis (EFA) was performed on these items. As shown in Tables 7.38 and 7.39, the eigenvalues and factor loadings indicated that the 11 selected items loaded onto one factor with a very good Cronbach's alpha of 0.92. A scatterplot matrix (see Annexure H) furthermore shows that the items were strongly correlated and thus provides further evidence of a single factor structure.

TABLE 7.38

EIGENVALUES EXTRACTION OF SELECTED 11 OVERALL EXPERIENCE ITEMS

| Factor | Eigenvalue | % Total Variance | Cumulative % Total Variance |
|--------|------------|------------------|-----------------------------|
| 1 | 6.19 | 56.29 | 56.29 |
| 2 | 0.69 | 6.31 | 62.60 |
| 3 | 0.67 | 6.05 | 68.65 |
| 4 | 0.63 | 5.69 | 74.34 |
| 5 | 0.51 | 4.64 | 78.98 |
| 6 | 0.47 | 4.32 | 83.30 |
| 7 | 0.44 | 3.98 | 87.27 |
| 8 | 0.40 | 3.68 | 90.95 |
| 9 | 0.40 | 3.60 | 94.56 |
| 10 | 0.31 | 2.83 | 97.39 |
| 11 | 0.29 | 2.61 | 100.00 |

TABLE 7.39

FACTOR LOADINGS OF SELECTED 11 EXPERIENCE ITEMS

| Items | Factor loadings |
|---------------------|-----------------|
| A2 | .753 |
| A6 | .722 |
| A11 | .745 |
| A15 | .687 |
| A21 | .742 |
| A27 | .774 |
| A30 | .770 |
| A39 | .772 |
| A42 | .814 |
| A47 | .814 |
| Explained Variance | 6.19 |
| % of Total Variance | 56.3% |

Based on the above findings, 11 items representing the 11 dimensions of experience were used in further attempts to find a good model fit.

7.11.1 Empirical results of the Structural Equation Modelling (SEM)

SEM was performed to test the conceptual model. It includes both Confirmatory Factor Analysis and path analysis. SEM extends the possibility of relationships among the latent variables and encompasses a measurement model and a structural model (Schreiber, Stage, King, Nora & Barlow

2006:325). In this section, the confirmatory factor analysis, model fit indices, standardised regression weights, and path diagram of the model are reported.

7.11.2 Confirmatory Factor Analyses (CFA) and SEM model fit indices

A confirmation factor analysis (CFA) based on 11 items representing Overall Experience was performed using the software programme IBM SPSS Amos Version 23. As far as the CFA is concerned, all the indicators (CFI=.97; AGFI=.97; RMSEA=.024) are better than the recommended goodness-of-fit criteria, except for the 0.88 NFI which is smaller than the 0.95 target (Hair *et al.* 2006:128; Schreiber *et al.* 2006).

As shown in Table 7.40, the SEM results for the normed Chi-square (χ^2/df) is 1.26. Given that the normed Chi-square is less than the recommended threshold value of 3 or less, it can be concluded that the data has a good fit within the model. The CFI was more than the recommended 0.92 level and therefore regarded as indication of a good model fit. The AGFI exceeded the target value of 0.95. The RMSEA indicates a good fit for the model as it equals 0.022, well within the recommended value of less than 0.08. Even the 95% upper limit of the RMSEA confidence interval falls below the target of 0.08, and thus indicates a good fit. The CFA and SEM model fit indices are shown in Table 7.40.

TABLE 7.40

SUMMARY OF CFA'S AND SEM GOODNESS-OF-FIT INDICES-MODEL WITH 11
SELECTED EXPERIENCE ITEMS (n=541)

| | | CFA | | SEM | |
|--|--------------|---------------------------|----------------|--------------------------------|----------------|
| No. of items (m) | | 11 | | 13 | |
| Sample size (n) and No. of items (m) Categories | | 250 < n < 1000; m < 12 | | 250 < n < 1000; 12 < m < 30 | |
| Absolute/predictive fit: | Abbr. | Target | Indices | Target | Indices |
| Chi-square | χ^2 | | 42.24 | | 69.27 |
| | df | | 32 | | 55 |
| | p | ≥ .050 | .106 | ≥ .050 | .093 |
| | χ^2/df | ≤ 3 | 1.32 | ≤ 2 | 1.26 |
| Comparative Fit Indices: | | | | | |
| Bentler-Bonnet normed fit index | NFI | ≥ .95 | .88 | ≥ .92 | .84 |
| Bentler comparative fit index | CFI | ≥ .95 | .97 | ≥ .97 | .96 |
| Other: | | | | | |
| Joreskog adjusted GFI | AGFI | ≥ .95 | .97 | ≥ .95 | .97 |
| Root mean square error of approximation | 95%Lo | | .000 | | .000 |
| | RMSEA | ≤ .08 | .024 | ≤ .08 | .022 |
| | 95%Hi | | .043 | | .037 |

Note: **Red** indicates acceptable fit

Standardised regression weights for the SEM are provided in Table 7.41. The first column contains independent variables in the model. The second column shows the direct relationship between independent and dependent variables. The third column contains the dependent variables examined in the study. The final column displays the weight of the relationship between the dependent and independent variables.

TABLE 7.41

STANDARDISED REGRESSION WEIGHTS FOR SEM (n=541)

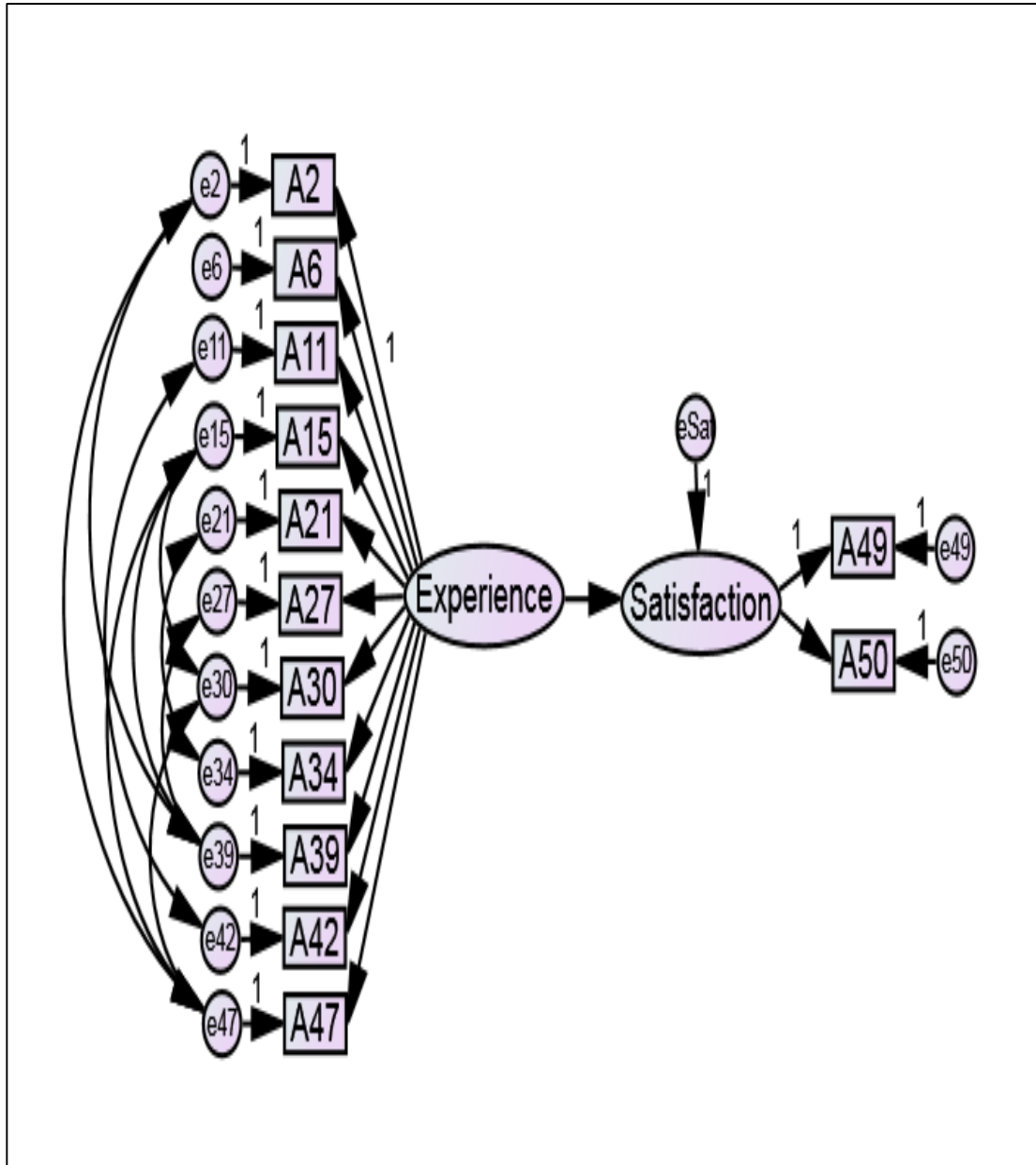
| Independent variables | Relationship | Dependent items | Weight |
|------------------------|--------------|----------------------|--------|
| Overall Experience | --> | A47 | 0.832 |
| Overall Experience | --> | A42 | 0.828 |
| Overall Experience | --> | A39 | 0.771 |
| Overall Experience | --> | A27 | 0.759 |
| Overall Experience | --> | A30 | 0.748 |
| Overall Experience | --> | A2 | 0.746 |
| Overall Experience | --> | A21 | 0.723 |
| Overall Experience | --> | A11 | 0.705 |
| Overall Experience | --> | A6 | 0.704 |
| Overall Experience | --> | A15 | 0.651 |
| Overall Experience | --> | A34 | 0.607 |
| Overall satisfaction | --> | A49 | 0.842 |
| Overall satisfaction | --> | A50 | 0.851 |
| Behavioural intentions | ---> | A51 | 0.932 |
| Behavioural intentions | ---> | A52 | 0.899 |
| Overall experience | ---> | Overall satisfaction | 0.938 |

Note: All the weights are significant

The standardised regression weights reported in Table 7.41 provide adequate evidence to confirm the positive relationship between overall experience and overall satisfaction.

The final model is presented in Figure 7.8 where ellipses represent latent variables, rectangles represent measured items, and circles represent errors.

FIGURE 7.8
SEM PATH DIAGRAM



Evident in Figure 7.8 is the fact that there is high correlation between the 11 items measuring overall experience. Overall experience has a positive influence on overall satisfaction.

7.12 SUMMARY

In Chapter 7, the empirical results of the current study were presented. The chapter began with a report on the characteristics of the data. Thereafter, the characteristics of the participants were described. The descriptive statistics of items intended to measure guests' perceptions of their guesthouse experience, as well as descriptive statistics of the identified dimensions, were reported in the chapter.

The Cronbach's alpha was calculated to assess the internal consistency of the measuring instrument. The results showed that the scale used for the current study was reliable. Exploratory and second-order factor analysis was undertaken to explore the latent number of factors of the identified dimensions. The outcome indicated only one factor. This resulted in renaming the 11 identified dimensions as overall experience value.

Several relationships between dependent and independent variables were also investigated in this chapter. Other components of the chapter involved the rank-order of the dimensions on satisfaction, analysis of variance, Scheffé post-hoc analysis, and multiple regression analysis. The final section of this chapter reported on the SEM results.

In Chapter 8, the next and final chapter, a summary of the significant findings in all the chapters of the current study will be provided, followed by the conclusions and contributions of the study. Thereafter, managerial implications and recommendations are provided. The chapter will end by recommending possible niche areas for future research.

CHAPTER 8

SYNOPSIS OF CHAPTERS, CONCLUSIONS AND RECOMMENDATIONS

8.1 INTRODUCTION

This study was motivated by the concern that tourism has grown rapidly worldwide, and in Africa, over the past decades, but Ghana is lagging behind. While the reason for this smaller share has not been confirmed, concerns have been raised in the accommodation sector regarding inadequate infrastructural facilities and services, poor service quality, and environmental and spatial problems (Appaw-Agbola & AfenyoDehlor 2011:123; Asiedu 1997:8; Simpson 2011:228; Minister of Tourism 2012:3).

Although several accommodations types exist in Ghana, guesthouses were the focus of the study because no research dealing with guesthouses in Ghana could be found, despite this form of accommodation playing an important role in Ghana's hospitality industry. The number of guesthouses in Ghana continues to grow rapidly and they thus represent an important alternative to hotels. However, these establishments seem to perform poorly and face several challenges such as a lack of managerial knowledge, insufficiently skilled employees, poor interactions with customers, and criticisms of the provision of low quality service (Asiedu 1997:7-9; Mensah 2006:428).

Studies in tourism and hospitality literature suggests that successful businesses require a shift from a functional and financial focus to a more symbolic meaning of consumption (Pongsakornrungruip & Schroeder 2011:305) and a more profound focus on emotional aspects (Frochot & Batat 2013:66-67). Consumers nowadays are increasingly looking for an experience, rather than simply good quality products and services. It thus suggests that if managers of guesthouses in Ghana do not know how their

guests perceive their experience at the guesthouse, they might make costly mistakes and allocate their resources to aspects already providing the traditional quality and value, instead of those elements perceived as providing quality and value in the total experience.

The purpose of this study was to examine guests' perceptions of their guesthouse experience and the relationship thereof with satisfaction. In addition, the purpose was to propose recommendations that can assist guesthouse management in providing satisfactory experiences, enhance their effectiveness and performance, and contribute to strengthening the tourism industry in Ghana.

With this purpose in mind, the research question for this study was: "*What is the relationship between experience quality, experience value, and overall satisfaction, as perceived by customers of guesthouses in Ghana?*"

To answer the research question, the following objectives were formulated.

1. Examine the literature on customer experience, experience quality, and experience value to provide an understanding, and application thereof, within the guesthouse industry.
2. Examine the literature on customer satisfaction and its measurement to provide an understanding thereof, with a view of its application within the guesthouse industry.
3. Develop a measuring instrument to determine guests' perceptions of experience quality and of experience value provided by guesthouses in Ghana.
4. Investigate guests' perceptions of the quality, value, and overall satisfaction associated with their guesthouse experience, and examine the relationship between the selected profile variables, and the dimensions of experience quality, experience value, and satisfaction.

5. Categorise experience quality and experience value dimensions in a manner that can help guesthouse managers decide where to allocate resources.
6. Determine the relationship between experience quality, experience value, and overall satisfaction.
7. Highlight implications resulting from the theoretical and empirical studies and make recommendations that can assist guesthouse managers in providing guests with satisfactory experiences.

This chapter provides a synopsis of the entire study and highlights the most significant findings and the implications for guesthouse managers. Finally, it recommends areas for future research.

8.2 SYNOPSIS OF THE CHAPTERS

Chapter 1 served as the background to the study and highlights issues such as the problem and purpose of the research, research question and objectives, a brief literature review, conceptualisation and theoretical framework, research design and methods, and contributions of the study.

Chapter 2 provided the context for an understanding of the customer experience. A customer experience can be defined from a number of perspectives, namely as a learning process, knowledge or skills acquired, engagement, and interaction with the organisation. Interaction with the organisation involves three stages, namely pre-experience, participation in the experience, and post-experience. Each of these three stages influences the customer's perception of the experience in some way, either positively or negatively. The realms of customer experience were found to be multi-dimensional and to impact positively on customer satisfaction and behavioural intentions.

The purpose of Chapter 3 was to provide a conceptualisation of quality from a general perspective, and secondly, following the seemingly more contemporary approach, of experience quality. Four dimensions of experience quality namely, hedonics, peace of mind, involvement, and recognition were identified as being relevant to the current study and discussed on more detail.

Chapter 4 described and discussed the value concept, starting with a general overview, and eventually focusing on experience value and its dimensions. Experience value was proposed to comprise seven dimensions. These dimensions include atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value. Each dimension was comprehensively defined and discussed, and the likely relevance of each within the guesthouse industry was highlighted.

Satisfaction formed the topic of Chapter 5. Satisfaction refers to customer contentment, the fulfilment of a need, and the evaluation of a product or an organisation's performance. Satisfaction is influenced by experience quality and experience value, which may contribute to the customer returning to the organisation and spreading positive word-of-mouth messages to potential customers. A number of customer satisfaction models were also discussed. The three-factor theory of satisfaction proposed by Füller and Matzler (2008) was adopted for the current study. The three-factor theory of satisfaction seemed to be useful in achieving Objective 5, namely, to categorise experience quality and experience value dimensions in a manner that can help guesthouse managers decide where to allocate resources.

The research methodology followed in the study was explained in Chapter 6. The study followed a descriptive design. A stratified sampling method was adopted in selecting the guesthouses from which respondents were identified through convenience sampling. The population of respondents included anyone who spent a night at a guesthouse in the chosen study area. A self-

administered survey questionnaire was employed to obtain primary data for the study. Five hundred and forty one usable questionnaires were received from guests staying at 51 guesthouses within the study area, and these were used for the analysis. Descriptive analyses determined the characteristics of the data, normality of the data, and the profile characteristics of the participants. Data analyses included factor analysis, Analysis of variance (ANOVA), Post-hoc tests, Pearson Product Moment Correlations, Multiple Regression Analysis and a Structural Equation Modelling. Ethical considerations were also discussed in Chapter 6.

Chapter 7 represented a detailed report on the results of the empirical study. It described the characteristics of the data, the respondents' profiles, and descriptive statistics associated with the scaled items that measured the guesthouse experience, and overall satisfaction. Thereafter, factor analysis was performed to determine the number of latent factors. One factor resulted. The impact of selected profile variables on perceptions of the experience dimensions was reported and the relationships between the overall experience dimensions and overall satisfaction were determined. The various experience dimensions were classified as basic, performance, and excitement factors of satisfaction. Finally, SEM was performed to further investigate the relationships between the various constructs.

8.3 CONCLUSIONS, DISCUSSION, IMPLICATIONS, AND RECOMMENDATIONS

Section 8.3 highlights the main conclusions, implications and recommendations based on the theoretical and empirical findings of the study and provide a discussion where appropriate. These will be presented using the objectives of the study as frame of reference. Given the little existing research on experiences within the guesthouse industry, the focus of this section will be on the results of this study rather than on a comparison with results of prior research.

8.3.1 Objective 1

Examine the literature on customer experience, experience quality, and experience value to provide an understanding, and application thereof, within the guesthouse industry.

The outcome of this objective will be dealt with in three sections, namely customer experience, experience quality, and experience value.

8.3.1.1 Customer experience

This section deals with the first part of the objective, namely to examine the literature on customer experience and its application within the guesthouse industry. Chapter 2 provided an explanation of the concept of customer experience, the evolution of the concept of an experience, and its different dimensions or realms, within the so-called *experience economy*. The relationship between experiences, customer satisfaction, and behavioural intentions was also highlighted.

Important conclusions relevant to the literature review are listed below.

- An experience is a holistic and multi-dimensional phenomenon (Walls *et al.* 2011:189).
- No uniform definition of experience or customer experience exists.
- Offering experiences over and above products and services is the “new battleground” for businesses (Teixeira *et al.* 2012:363; Yang & He 2011:6738) and a contemporary form of competition (Johnston & Kong 2011:6; Nasermodeli *et al.* 2013:130).
- The ability of organisations to satisfy customers and ensure positive behavioural intentions might depend on staging relevant and valued experiences that engage customers on a physical, emotional, and even spiritual level.

Conceptual and theoretical implications following Chapter 2 are listed below.

- The lack of consensus in the definition of experiences results in differing interpretations. Given the complexity of the concept, it might not be viable to attempt proposing a uniform definition spanning diverse industries and contexts.
- It might be necessary to define experience within a specific context, such as within the hospitality industry, and then make the definition more applicable to the accommodation sector, and lastly, to the guesthouse context. The current study was a first step in this direction, as it defined the guesthouse experience as “an inherent feeling and stimulation that guests acquire through interactions with the guesthouse, its products, or services” (see Section 2.2).

Practical implications and recommendations to guesthouse managers are listed below.

- The importance of the emphasis on experiences has to be noted. However, the role of products and services still deserves attention as they help create the environment within which the experience is offered. Whilst trying to provide guests with satisfactory experiences, guesthouse managers should not neglect their products and services because, if these are not of a good standard or do not meet guests’ expectations, the overall experience offering is likely to fail. It is doubtful whether an overnight stay at a guesthouse can be relaxing, stimulating, and engaging if service is unfriendly, inefficient, and rooms are dirty, noisy and unappealing.
- Guesthouse managers are thus advised to:
 - Treat experiences as comprising tangibles, intangibles and emotional aspects, and to ensure that all three levels of the experience contribute to customer satisfaction.
 - Focus on those components that can differentiate the holistic offering from that of the competition given that products and

services have become commoditised. Particular attention has to be paid to the components of experience quality and experience value as are listed in Sections 8.3.1.2 and 8.3.1.3.

8.3.1.2 Experience quality

Chapter 3 of this study is relevant to the second part of Objective 1. The concept of quality from the conventional perspective, with its models, was explored. Thereafter, the concept of experience quality and its dimensions were examined. The conclusions, implications and recommendations shown below include the application to the current study.

The following conclusions following from the literature review are of relevance.

- The traditional models of service quality such as SERVQUAL, the systems approach and Grönroos's model on service quality are insufficient as they do not adequately address the affective and holistic factors that lead to overall quality of the *service experience* from the perspective of the customer (Fick & Ritchie 1991:5).
- Customers are increasingly searching for overall quality experiences at a destination, rather than the services that are provided (Chen & Chen 2010:34).
- In modern businesses, experiences are noted as competitive differentiation strategies for organisations.
- Experience quality positively impacts customer satisfaction.
- No consensus exists in terms of what the dimensions of experience quality are. Several authors have used different dimensions albeit in different contexts.

Conceptual, theoretical and practical implications and recommendations following Chapter 3 and the relevant empirical findings are listed below.

- Producing quality products or services is important, however, to serve as a competitive advantage, the quality of the customer experience has to be given priority. Whilst there is no consensus on the dimensions of experience quality, the four dimensions proposed for the current study, namely hedonics, peace of mind, involvement, and recognition, were shown to contribute to the guesthouse experience.
- It is recommended that guesthouse managers pay attention to the said dimensions in managing their guests' experiences to maximize satisfaction.

8.3.1.3 Experience value

Experience value is addressed in Chapter 4 of this study. The concept of value was explored, followed by the concept of experience value. The dimensions of experience value were also highlighted.

Important conclusions resulting from the literature review are as follows.

- The concept of value is contentious because of its diverse meanings.
- Earlier conceptualisations where the utility aspect is heavily emphasised are not sufficient to achieve customer satisfaction when considering the overall experience.
- Customers are more concerned about affective values than utilitarian values.
- No consensus on the dimensions of experience value exists.
- Experience value impacts positively on customer satisfaction.

Conceptual, theoretical and practical implications and recommendations following Chapter 4 and the relevant empirical findings are listed below.

- Defining the concept of value is complex. While the underlying foundation of value being perceived benefits relative to sacrifices (Zeithaml *et al.* 1988:4) is still relevant. However, affective forms of

value should also be considered. This suggests that organisations that focus on providing benefits alone, may be at a competitive disadvantage.

- Experience value is multi-dimensional. Seven dimensions, namely atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value were shown to contribute to the guesthouse experience and customer satisfaction.
- It is recommended that guesthouse managers pay attention to the said dimensions in managing their guests' experiences.

8.3.2 Objective 2

Examine the literature on customer satisfaction and its measurement to provide an understanding thereof, with a view of its application within the guesthouse industry.

To address the above objective, customer satisfaction was defined and the antecedents of customer satisfaction, explored. Several models measuring customer satisfaction were reviewed. The outcome of customer satisfaction was also provided.

Important conclusions resulting from the literature review include the following.

- No consensus exists on the definition of customer satisfaction.
- Experience quality and experience value influence customer satisfaction.
- Customer satisfaction can be measured in various ways and no single "best" model exists.
- Customer satisfaction influences behavioural intentions, such as returning to the organisation and positive word-of-mouth communication.

Conceptual, theoretical and practical implications and recommendations following Chapter 5 and the relevant empirical findings are listed below.

- The relevance of customer satisfaction cannot be overlooked. Customers are always searching for organisations that can offer maximum satisfaction. Although a unanimous definition of customer satisfaction was not found, it is important to recognise that customers evaluate and judge performance and fulfillment. Guesthouse managers are advised to monitor and measure their performance on a regular basis, as performance was shown to impact satisfaction.
- Strong positive relationships were found between all of the proposed dimensions (hedonics, peace of mind, involvement, recognition, atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value). These dimensions also had a strong positive relationship with Overall satisfaction. These relationships and a factor analysis confirmed that there is no real need to differentiate between experience quality and experience value as contributors to the overall guesthouse experience.
- The three-factor model of satisfaction can be used to classify the dimensions contributing to satisfaction into basic, performance, and excitement factors.
- The method of classification proposed by Füller and Matzler (2008) can be adapted for use in the guesthouse industry in Ghana.
- It is recommended that the adapted model as proposed in this study be verified in other studies.

8.3.3 Objective 3

Develop a measuring instrument to determine guests' perceptions of experience quality and of experience value provided by guesthouses in Ghana.

This study set out to measure guests' perceptions of their guesthouse experience in Ghana in terms of experience quality and experience value. A search of the literature did not yield a suitable existing measuring instrument and hence such an instrument had to be developed. Use had to be made of items applied in other related and non-related studies. Some items had to be generated by the researcher. Much care was taken to ensure the relevance of the items and thus validity of the instrument (see Chapter 6).

Important conclusions relevant to Objective 3 are as follows.

- There was a need for an instrument to examine the overall experience provided by guesthouses in addition to assessing service quality.

Conceptual, theoretical and practical implications and recommendations following Objective 3 and the relevant empirical findings are listed below.

- This study developed and validated a questionnaire that can serve as a measuring instrument to assess perceptions of the guesthouse experience in the four major regions of Ghana. The questionnaire has been tested and validated in four major cities in the four most populous regions in Ghana.
- The usefulness of the measuring instrument to other accommodation types in Ghana, such as hotels, could be verified in further research.
- The instrument has to be tested by guesthouses in other countries before it can be regarded as applicable to guesthouses in general.

8.3.4 Objective 4

Investigate guests' perceptions of the quality, value, and overall satisfaction associated with their guesthouse experience, and examine the relationship between the selected profile variables, and the dimensions of experience quality, experience value, and satisfaction.

This study investigated the perception of guests regarding their experiences with a number of guesthouses in Ghana. In addition, the impact of various profile variables on guests' experience, and satisfaction were examined.

A summary of the most important findings is given below.

- Guests are generally positive towards all the aspects of the experience tested in the study. In fact, all mean scores ranged from 3.18 to 3.83 on the 5-point scale. Note that no differentiation is made between experience quality and experience value as all the dimensions loaded onto one factor, termed Overall experience. Of all the dimensions, Atmospherics (M=3.83) attracted the most positive evaluation, followed by Peace of mind (M=3.79) and Economic value (M=3.69) (see Table 7.15).
- The least positive perceptions were obtained for Escape (M=3.18) and Recognition (M=3.40).
- Perceptions of the guesthouse experience are impacted by four profile variables, namely age, prior visits to the guesthouse, education, and primary purpose of the visit (see Table 7.31).
 - Age significantly impacts all of the experience dimensions, except Escape and Recognition.
 - Prior visits to the guesthouse have a significant influence on all of the experience dimensions.
 - Education only influences Peace of Mind and Entertainment.

- Primary purpose of visit has a significant impact on four of the experience dimensions, namely Entertainment, Escape, Efficiency, and Excellence.
- Practical significance exist between respondents with no experience with the guesthouse and those who have visited the guesthouse three or more times on Hedonics, Involvement, Recognition, Excellence, Overall experience, and Overall satisfaction.
- Overall satisfaction is significantly influenced by age, prior visit to the guesthouse, and primary purpose of visits.

Conceptual, theoretical and practical implications and recommendations associated with Objective 4 are listed below.

- Atmospherics, Peace of mind, and Economic value attracted the most favourable evaluations. Management could therefore maintain the current atmospherics (servicescape) of their guesthouses and the quality and variety of their offerings, such as noise level, cleanliness of the rooms, odour, mood of the environment, and signage.
- Respondents were least satisfied with opportunities for recognition and escape. Guesthouse managers are advised to find opportunities for escape. For example, they can organise regular variety shows and mini competitions that will engage the customer. To improve recognition, special attention has to be paid to guests and their treatment, for example, offering preferential treatment such as special offers and discounts to regular guests.
- Customers who feel special might return to the guesthouse and recommend the guesthouse to friends and families.
- When considering the impact of the profile variables, the following is worth noting.
 - The market can be segmented according to age (18-30, 31-40, and 41+). Each of these age groups are likely to have specific expectations when visiting the guesthouse. For instance, guests

between the age of 31-40 ($M=3.86$) might appreciate a guesthouse that caters for families while guests aged 40 years and older might desire more comfortable rooms and entertainment facilities that differ from those directed at the younger group.

- Since prior visits had a significant impact (with a moderate to large Cohen's d -value) on hedonics, involvement, recognition, excellence, overall experience, and overall satisfaction, a conscious effort should be made to acknowledge guests who have stayed at the guesthouse before, particularly since recognition attracted the lowest satisfaction rating. Such recognition can be achieved by implementing a data base storage system where customer information can be stored. Once the customer's information is entered into the system, there should be an indication that the customer has visited the guesthouse before, what s/he preferred, complained about, and the like. Every attempt should be made to handle such a guest with care to ensure an ongoing relationship.
- The educational level and purpose of guests' visits were also shown to have a significant differentiating effect. These variables can therefore serve as important sources of market segmentation. Important differences may exist in the needs of those who stay at the guesthouse while on a business trip and those who are on holiday.

Practically significant differences were found between the perceptions of customers who have stayed at the guesthouse three or more times (loyal customers) and those with no prior experience of the guesthouse, particularly in terms of the following experience dimensions: Fantasies (hedonics), Recognition, Involvement and Excellence. In all cases the perception mean scores for those with no experience were significantly lower than the corresponding scores for customers who have been to the guesthouse three and more times. This seems to imply that the more times

customers return to the guesthouse, the more positively they are about the guesthouse's delivery on these dimensions. Guesthouse managers are therefore advised to pay special attention to these experience dimensions when marketing to potential customers, while also maintaining the current levels of delivery in order to ensure continued loyalty of repeat customers.

8.3.5 Objective 5

Categorise experience quality and experience value dimensions in a manner that can help guesthouse managers decide where to allocate resources.

This study aimed to categorise the dimensions of experience quality and experience value in a way that would assist guesthouse managers in deciding where to allocate resources in order to improve their effectiveness and competitiveness. This objective has been addressed in two ways, firstly by using an inferential ranking of the experience dimensions and secondly by using the three-factor classification model.

Important results and conclusions associated with this objective are listed below.

- An inferential priority ranking of the dimensions based on their contribution to overall satisfaction with the guesthouse experience, resulted in the following order: Atmospherics, Peace of mind, Economic value, Enjoyment, Excellence, Efficiency, Entertainment, Hedonics, Involvement, Recognition, and Escape. Atmospherics also attracted the most positive rating of all the dimensions (see Objective 4).
- Irrespective of whether the Füller and Matzler (2008) or the proposed revised method of classification was used, the following dimensions were classified as basic satisfiers: hedonics, peace of mind, involvement, recognition, entertainment, efficiency, excellence, and economic value.

Guesthouse managers are advised to consider the following:

- The differential ranking showed that Atmospherics made the most important contribution to guests' satisfaction. Atmospherics includes, amongst others, the cleanliness of the environment, attractive interior and exterior decorations, acceptable levels of noise levels, pleasant temperature, and odour. Guesthouse managers are advised to:
 - maintain attractive and well-maintained exterior and interior decorations of the guesthouse;
 - maintain acceptable noise levels in public areas and ensure good sound proofing of rooms; and
 - maintain pleasant temperature in all the rooms and public spaces.
- Basic satisfiers are those factors that a customer expects to be present in a service offering. The absence of basic satisfiers will lead to customer dissatisfaction; however, their presence will not necessarily lead to satisfaction. Given the list of basic satisfiers as mentioned, it is recommended that:
 - guesthouse managers attempt to encourage visitors' participation in activities such as competitions and games, which might lead to greater guest involvement and also increase guests' interest in visiting the guesthouse again;
 - guests be provided with adequate and accurate information regarding the guesthouse (e.g. time of breakfast, security operations, and added offers at the guesthouse), as this might enhance peace of mind. Guests should be informed and imbued with a sense of mutual cooperation; and
 - guesthouse managers use the more affective experiences such as entertainment and escape as a form of differentiation. This can be achieved through provision of high definition (HD) televisions in all rooms and public spaces, competitions, and performances by music artists.

8.3.6 Objective 6

Determine the relationship between experience quality, experience value, and overall satisfaction.

Following the confirmation of experience quality and experience value being a one multi-dimensional factor termed overall experience, the following relationships were tested, namely the relationship among the dimensions of overall experience and overall satisfaction; and the relationship between overall experience; and overall satisfaction.

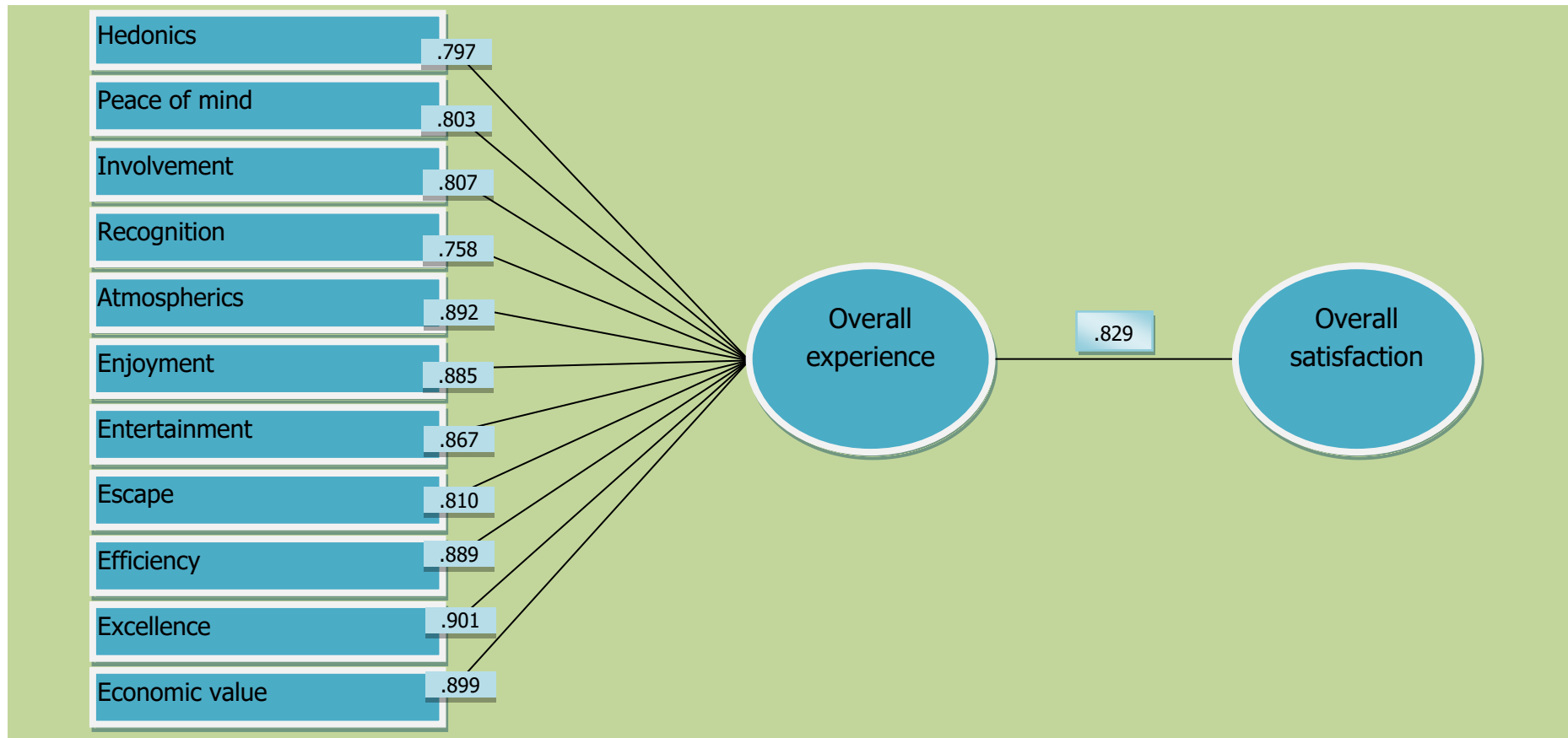
The relationships resulting from the empirical study can be summarised as listed below.

- The 11 experience dimensions are positively inter-related.
- A positive relationship exists between each of the 11 dimensions and Overall experience.
- A direct positive relationship exists between each of the 11 dimensions and Overall satisfaction.
- A direct positive relationship exists between Overall experience and Overall satisfaction.

Figure 8.1 provides a summary of the core relationships.

FIGURE 8.1

SUMMARY OF THE RELATIONSHIPS BETWEEN EXPERIENCE DIMENSIONS, OVERALL EXPERIENCE, AND OVERALL SATISFACTION



8.3.7 Propositions and hypotheses

A set of propositions and hypotheses have been provided in Section 1.4.4. Based on the study results, the outcome of the propositions and hypotheses can be reported as is summarised in Table 8.1.

TABLE 8.1
SUMMARY OF PROPOSITIONS AND HYPOTHESES TESTED IN THIS STUDY

| | Propositions and hypotheses | Rejected or not rejected |
|------|--|--------------------------|
| P1: | Experience quality comprises hedonics, peace of mind, involvement, and recognition. | Not rejected |
| P2: | Experience value comprises atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value. | Not rejected |
| H1: | There is a positive relationship between hedonics and overall satisfaction. | Not rejected |
| H2: | There is a positive relationship between peace of mind and overall satisfaction. | Not rejected |
| H3: | There is a positive relationship between involvement and overall satisfaction. | Not rejected |
| H4: | There is a positive relationship between recognition and overall satisfaction. | Not rejected |
| H5: | There is a positive relationship between atmospherics and overall satisfaction. | Not rejected |
| H6: | There is a positive relationship between enjoyment and overall satisfaction. | Not rejected |
| H7: | There is a positive relationship between entertainment and overall satisfaction. | Not rejected |
| H8: | There is a positive relationship between escape and overall satisfaction. | Not rejected |
| H9: | There is a positive relationship between efficiency and overall satisfaction. | Not rejected |
| H10: | There is a positive relationship between excellence and overall satisfaction. | Not rejected |
| H11: | There is a positive relationship between economic value and overall satisfaction. | Not rejected |

Based on the outcome of the propositions and hypotheses, and given the fact that only one factor resulted from the factor analysis, an empirical framework shown in Figure 8.1 emerged.

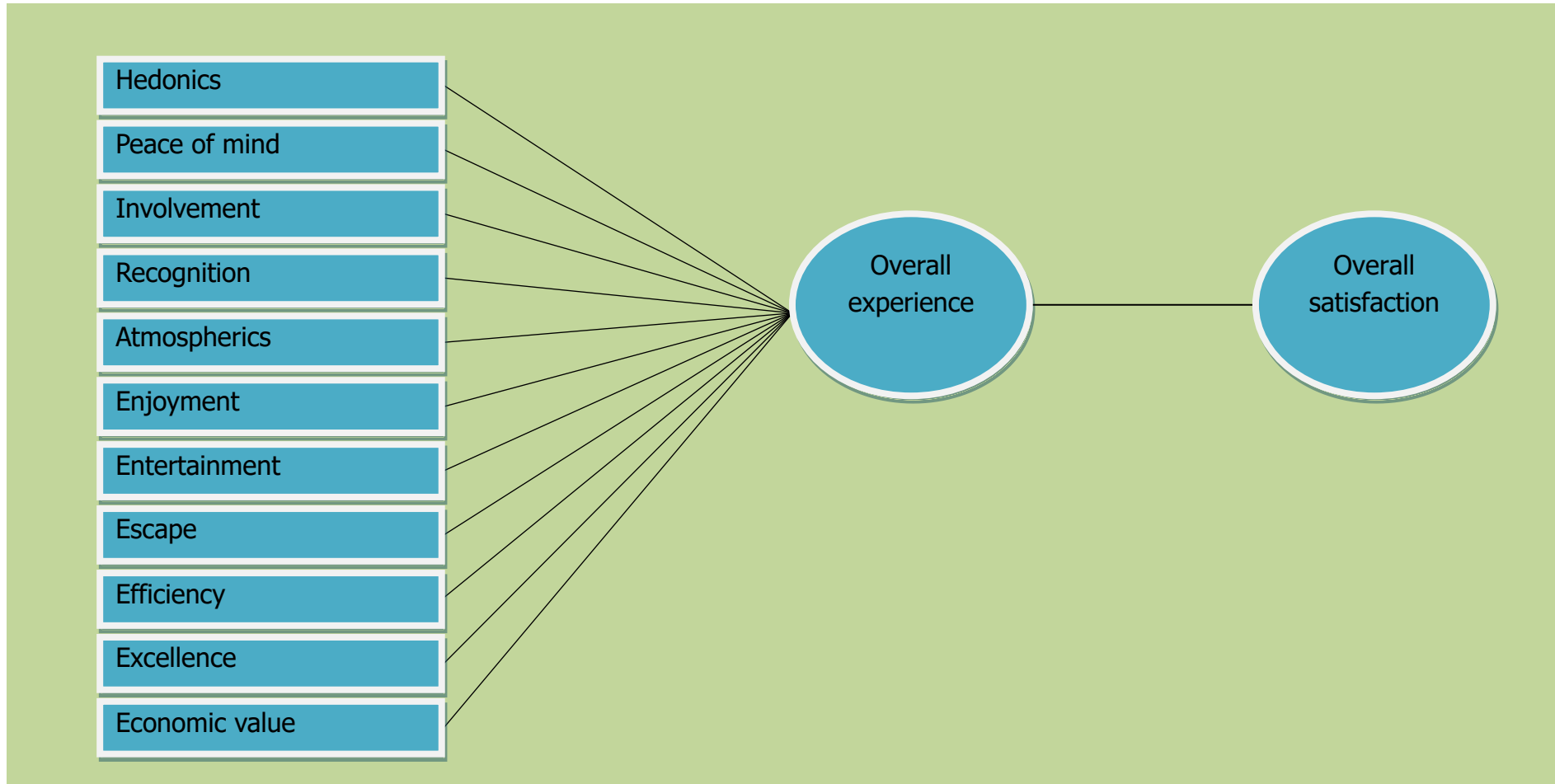
8.3.8 Revised theoretical model

Following the results of the study, the following transpired:

- There is a positive relationship among Hedonics, Peace of mind, Involvement, Recognition, Atmospherics, Enjoyment, Entertainment, Escape, Efficiency, Excellence, Economic value. These 11 dimensions constitute the overall guesthouse experience in Ghana.
- There is a positive relationship between the 11 Overall experience dimensions and Overall satisfaction.

These relationships result in a revised theoretical model shown in Figure 8.2.

FIGURE 8.2
REVISED THEORETICAL MODEL



SEM was performed to test the proposed theoretical model. The acceptable model fit confirmed these relationships (see Section 7.11.2). The study thus confirmed that:

- the overall guesthouse experience comprises of hedonics, peace of mind, involvement, recognition, atmospherics, enjoyment, entertainment, escape, efficiency, excellence, and economic value.
- the overall guesthouse experience positively impacts on overall satisfaction.

8.4 LIMITATIONS OF THE STUDY AND RECOMMENDATIONS FOR FUTURE RESEARCH

The current study has been successful in making an important contribution to the body of knowledge concerning customer experiences with selected guesthouses in Ghana. However, as in all empirical studies, certain limitations were identified which have to be acknowledged but invariably also serve as foci for future research.

The first limitation relates to the sample. About half of the respondents were 30 years and younger which might have skewed the results. Due to this, the results of this research should be generalised with caution, and it is suggested that future studies should strive to obtain the perception of a more equal distribution of age groups. Secondly, only the major city from each of the four regions was selected for the study. These regions include Accra (Greater Accra region), Koforidua (Eastern region), Cape Coast (Central region), and Kumasi (Ashanti region). These four cities have been selected because of their rich history and culture and the fact that these cities are visited the most by tourists in Ghana. Future research could repeat the current study in the remaining six regions of the country, in the quest to generalise the findings to guesthouses in Ghana.

Furthermore, only 11 experience dimensions were examined in this study. While this is not regarded as a limitation and the reliability of all the dimensions were confirmed as forming part of the overall guesthouse experience, future research could investigate other dimensions that might form part of the guesthouse experience.

Lastly, a revised procedure for applying the three-factor model was proposed. Since the results differed from those derived from the method used by Füller and Matzler, the results should be interpreted with caution. Future research could examine and test the modified method in different contexts.

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ANNEXURE A: LETTER OF REQUEST



**Nelson Mandela
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for tomorrow

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12 February 2013

Dear B & B/Hotel/Guest House Manager

This letter serves to confirm that Mr Felix Amoah (Student number 210241411) is enrolled as a D Tech student at the Nelson Mandela Metropolitan University, Port Elizabeth, South Africa.

For the purposes of completing his thesis, he will determine what guests expect from the accommodation service and their satisfaction with the service. This means that he will have to interview guests who will then complete an ANONYMOUS questionnaire. He might also have to conduct interviews with managers. The latter will also be anonymous.

No guest, no accommodation establishment and no manger will be identified in the results in any way and all results will be treated as strictly confidential. In addition, only aggregate levels of expectations and satisfaction will be reported. Managers of accommodation establishments that participated in the study will be supplied with a copy of the results of the research, should they wish to receive such a report.

I hereby urge you to commit to participation in the research, either by granting Mr Amoah the opportunity to interview the manager and/or to interview a number of guests. Without your support it would not be possible to complete the research and we therefore really need your support.

Should you have any questions please feel free to contact me, the supervisor of the research, or Mr Amoah, the D Tech student, at any of the addresses below.

Thank you very much for your kind cooperation.

Yours sincerely

A handwritten signature in cursive script that reads "Laetitia Radder".

Prof Laetitia Radder (Supervisor)
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ANNEXURE B: COVERING LETTER AND QUESTIONNAIRE



RESEARCH INTO GUESTHOUSES

Dear Sir/Madam,

In today's modern business context, satisfying customers' needs is a challenge that most enterprises strive to meet. By completing the attached questionnaire, you will be of help in providing guest house management with an understanding of guests' perceived experiences regarding value, quality and satisfaction. This in turn will lead to more satisfying experiences for guest house guests.

I wish to emphasise that no guest, no guesthouse establishment and no manager will be identified in the results in any way and all results will be treated as strictly confidential. In addition, only aggregate levels of results will be reported. The ethics clearance number for this research is **H13-BES-MRK-047**. After completion of the questionnaire, please hand the questionnaire to the staff at the reception.

Thank you for your time and cooperation.

Yours sincerely,

Felix Amoah (Doctoral student: Nelson Mandela Metropolitan University-South Africa)

SUPERVISOR: Professor Laetitia Radder

Co-supervisor: Doctor Marlé van Eyk

| SECTION A: Please think of your experience at this guesthouse and indicate your level of agreement with each of the statements below by circling the most appropriate number. Note that “Strongly <u>disagree</u> ” (1) implies “Very <u>dissatisfied</u> ” with your experience and that “Strongly agree” (5) implies being “Very satisfied”. | | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|--|-------------------|----------|---------|-------|----------------|
| 1 | Staying at this guesthouse was something I really liked to do | 1 | 2 | 3 | 4 | 5 |
| 2 | Staying at this guesthouse was something I will remember | 1 | 2 | 3 | 4 | 5 |
| 3 | Staying at this guesthouse was a “once-in-a-lifetime” experience | 1 | 2 | 3 | 4 | 5 |
| 4 | Staying at this guesthouse was a thrilling experience | 1 | 2 | 3 | 4 | 5 |
| 5 | I felt physically comfortable in this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 6 | I felt that my property was safe when left in this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 7 | I felt a sense of personal security staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 8 | I felt that my privacy was respected while staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 9 | I actively participated in what this guesthouse had to offer | 1 | 2 | 3 | 4 | 5 |
| 10 | I had a choice in deciding which services I wanted to use while staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 11 | I was informed about everything I had to know concerning this guesthouse’s services, activities on offer, and the like | 1 | 2 | 3 | 4 | 5 |
| 12 | I learnt new things while staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 13 | My stay at this guesthouse made me feel socially accepted | 1 | 2 | 3 | 4 | 5 |
| 14 | My stay at this guesthouse made me feel important | 1 | 2 | 3 | 4 | 5 |
| 15 | My stay at this guesthouse improved how others see me | 1 | 2 | 3 | 4 | 5 |
| 16 | My stay at this guesthouse made others respect me more | 1 | 2 | 3 | 4 | 5 |
| 17 | The exterior architectural design of this guesthouse is attractive | 1 | 2 | 3 | 4 | 5 |
| 18 | The interior architectural design and decorations are attractive | 1 | 2 | 3 | 4 | 5 |
| 19 | The standards of upkeep throughout the guesthouse are good | 1 | 2 | 3 | 4 | 5 |
| 20 | The noise in this guesthouse is at an acceptable level | 1 | 2 | 3 | 4 | 5 |
| 21 | The smell in this guesthouse is pleasant | 1 | 2 | 3 | 4 | 5 |
| 22 | The room temperature is comfortable | 1 | 2 | 3 | 4 | 5 |
| 23 | This guesthouse’s lighting system is appropriate | 1 | 2 | 3 | 4 | 5 |
| 24 | The overall design in the guesthouse is comfortable | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|----|--|---|---|---|---|---|
| 25 | Staying at this guesthouse put me in a good mood | 1 | 2 | 3 | 4 | 5 |
| 26 | Staying at this guesthouse gave me lots of pleasure | 1 | 2 | 3 | 4 | 5 |
| 27 | I had a happy time when I stayed in this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 28 | I enjoyed staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 29 | I had lots of fun in this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 30 | I had an entertaining experience staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 31 | I enjoyed the entertainment activities provided by this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 32 | Staying at this guesthouse prevented me from feeling bored | 1 | 2 | 3 | 4 | 5 |
| 33 | I felt like I was living in a different world while staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 34 | I completely forgot about my daily routine while staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 35 | I felt relaxed while staying at the guesthouse | 1 | 2 | 3 | 4 | 5 |
| 36 | I completely forgot about my problems while staying at this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 37 | The guesthouse staff understood my specific needs | 1 | 2 | 3 | 4 | 5 |
| 38 | The guesthouse staff showed a sincere interest in solving guests' problems | 1 | 2 | 3 | 4 | 5 |
| 39 | The guesthouse staff provided guests with individual attention | 1 | 2 | 3 | 4 | 5 |
| 40 | The guesthouse staff cared about what is best for their guests (have guest's best interest at heart) | 1 | 2 | 3 | 4 | 5 |
| 41 | This guesthouse is an expert in the service it offers | 1 | 2 | 3 | 4 | 5 |
| 42 | This guesthouse provides excellent service quality | 1 | 2 | 3 | 4 | 5 |
| 43 | This guesthouse offers reliable service | 1 | 2 | 3 | 4 | 5 |
| 44 | This guesthouse ensures everything is ready before guests arrive | 1 | 2 | 3 | 4 | 5 |
| 45 | This guesthouse is reasonably priced | 1 | 2 | 3 | 4 | 5 |
| 46 | This guesthouse offers good value for money | 1 | 2 | 3 | 4 | 5 |
| 47 | This guesthouse offers consistent quality | 1 | 2 | 3 | 4 | 5 |
| 48 | This guesthouse is a good choice | 1 | 2 | 3 | 4 | 5 |
| 49 | Overall I am satisfied with this guesthouse | 1 | 2 | 3 | 4 | 5 |
| 50 | Overall, my stay at this guesthouse was better than I expected | 1 | 2 | 3 | 4 | 5 |

Please turn to the next page and complete the details

SECTION B: PROFILE OF RESPONDENTS

For all the questions below please put a cross (x) over the number indicating your choice.

| | | | | | |
|----|----------------|------|----------|--------|----------|
| B1 | Gender: | Male | 1 | Female | 2 |
|----|----------------|------|----------|--------|----------|

| | | | | | | | | | | | |
|----|-------------|-------|----------|-------|----------|-------|----------|-------|----------|---------------|----------|
| B2 | Age: | 18-30 | 1 | 31-40 | 2 | 41-50 | 3 | 51-60 | 4 | Older than 60 | 5 |
|----|-------------|-------|----------|-------|----------|-------|----------|-------|----------|---------------|----------|

| | | | | | |
|----|--|-------|----------|-----------------------|----------|
| B3 | Country of permanent residence: | Ghana | 1 | Other, please specify | 2 |
|----|--|-------|----------|-----------------------|----------|

| | | | | | | | | | |
|----|--|--------------------|----------|-----------|----------|-----------|----------|----------------------|----------|
| B4 | Number of previous visits to this guesthouse in Ghana during the past five years: | No previous visits | 1 | 1-2 times | 2 | 3-4 times | 3 | More than four times | 4 |
|----|--|--------------------|----------|-----------|----------|-----------|----------|----------------------|----------|

| | | | | | | | | | |
|----|---|--------------------|----------|-----------|----------|-----------|----------|----------------------|----------|
| B5 | Number of previous visits to <u>other</u> guesthouses in Ghana during the past five years: | No previous visits | 1 | 1-2 times | 2 | 3-4 times | 3 | More than four times | 4 |
|----|---|--------------------|----------|-----------|----------|-----------|----------|----------------------|----------|

| | | | | | | | | | | | |
|----|--|---------|----------|---------|----------|----------|----------|---------------|----------|-----------------------|----------|
| B6 | Companions on <u>current</u> visit: | Partner | 1 | Friends | 2 | Children | 3 | Visited alone | 4 | Other, please specify | 5 |
|----|--|---------|----------|---------|----------|----------|----------|---------------|----------|-----------------------|----------|

| | | | | | | | | | |
|----|------------------------------------|-----------------------|----------|-------------|----------|-----------------|----------|--|----------|
| B7 | Highest level of education: | Less than High school | 1 | High school | 2 | Diploma/ Degree | 3 | Post-graduate qualification, e.g. Masters, PhD | 4 |
|----|------------------------------------|-----------------------|----------|-------------|----------|-----------------|----------|--|----------|

| | | | | | | | | | | | |
|----|---|-------------------|----------|------------------------|----------|-------------------|----------|---------|----------|-----------------------|----------|
| B8 | Primary purpose of visit while staying in this guesthouse: | Leisure/ Vacation | 1 | Business or convention | 2 | Personal business | 3 | Transit | 4 | Other, please specify | 5 |
|----|---|-------------------|----------|------------------------|----------|-------------------|----------|---------|----------|-----------------------|----------|

| | | | | | | | | | | | | | |
|----|---|-------------------------------|----------|----------------------|----------|----------|----------|--------------|----------|-------------|----------|-----------------------|----------|
| B9 | Where did you get information about this guesthouse? | Referral from friends/ Family | 1 | Guest house brochure | 2 | Internet | 3 | Travel agent | 4 | Taxi driver | 5 | Other, please specify | 6 |
|----|---|-------------------------------|----------|----------------------|----------|----------|----------|--------------|----------|-------------|----------|-----------------------|----------|

| | | | | | | | | | |
|-----|--|---------|----------|----------|----------|----------|----------|--------------------|----------|
| B10 | Number of nights stayed in this guesthouse during <u>current</u> visit: | 1 night | 1 | 2 nights | 2 | 3 nights | 3 | More than 3 nights | 4 |
|-----|--|---------|----------|----------|----------|----------|----------|--------------------|----------|

Thank you for your time and cooperation. Please hand the questionnaire to the staff at the reception.

ANNEXURE C: SOURCE OF SCALE ITEMS

| No. | Item | Context | Source |
|-----|---|---|-----------------------------|
| | EXPERIENCE QUALITY | | |
| | Hedonics | | |
| 1 | Staying at this guesthouse was something I really liked to do | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 2 | Staying at this guesthouse was something I will remember | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 3 | Staying at this guesthouse was a "once-in-a-lifetime" experience | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 4 | Staying at this guesthouse was a thrilling experience | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| | Peace of mind | | |
| 5 | I felt physically comfortable in this guesthouse | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 6 | I felt that my property was safe when left in this guesthouse | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 7 | I felt a sense of personal security staying at this guesthouse | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 8 | I felt that my privacy was respected while staying at this guesthouse | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| | Involvement | | |
| 9 | I actively participated in what this guesthouse had to offer | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 10 | I had a choice in deciding which services I wanted to use while staying at this guesthouse | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 11 | I was informed about everything I had to know concerning this guest house's services, activities on offer, and the like | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 12 | I learnt new things while staying at this guesthouse | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| | Recognition | | |
| 13 | My stay at this guesthouse made me feel socially accepted | Guesthouse | Researcher |
| 14 | My stay at this guesthouse made me feel important | Hotels, airlines, tours and attractions | Otto and Ritchie (1996:171) |
| 15 | My stay at this guesthouse improved how others see me | Guesthouse | Researcher |
| 16 | My stay at this guesthouse made others respect me more | Guesthouse | Researcher |

ANNEXURE C: SOURCE OF SCALE ITEMS (CONTINUED)

| No. | Item | Context | Source |
|-----|--|--------------------------|---------------------------------|
| | EXPERIENCE VALUE | | |
| | Atmospherics | | |
| 17 | The exterior architectural design of this guesthouse is attractive | Hotels | Walls (2013:185) |
| 18 | The interior architectural design and decorations are attractive | Hotels | Walls (2013:185) |
| 19 | The standards of upkeep throughout the guesthouse are good | Hotels | Walls (2013:185) |
| 20 | The noise in this guesthouse is at an acceptable level | Hotels | Walls (2013:185) |
| 21 | The smell in this guesthouse is pleasant | Guesthouse | Researcher |
| 22 | The room temperature is comfortable | Hotels | Walls (2013:185) |
| 23 | This guesthouse's lighting system is appropriate | Shopping context | Chang and Horng (2010:2418) |
| 24 | The overall design in the guesthouse is comfortable | Guesthouse | Researcher |
| | Enjoyment | | |
| 25 | Staying at this guesthouse put me in a good mood | Guesthouse | Researcher |
| 26 | Staying at this guesthouse gave me lots of pleasure | Hotels | Walls (2013:185) |
| 27 | I had a happy time when I stayed in this guesthouse | Film festival | Park <i>et al.</i> (2010:46-47) |
| 28 | I enjoyed staying at this guesthouse | Theme Parks | Kao <i>et al.</i> (2008:169) |
| | Entertainment | | |
| 29 | I had lots of fun in this guesthouse | B&Bs | Oh and Fiore (2007:126) |
| 30 | I had an entertaining experience staying at this guesthouse | Cruisers' experience | Hosany and Witham (2010:358) |
| 31 | I enjoyed the entertainment activities provided by this guesthouse | Cruisers' experience | Hosany and Witham (2010:358) |
| 32 | Staying at this guesthouse prevented me from feeling bored | Cruisers' experience | Hosany and Witham (2010:358) |
| | Escape | | |
| 33 | I felt like I was living in a different world while staying at this guesthouse | B&Bs | Oh and Fiore (2007:126) |
| 34 | I completely forgot about my daily routine while staying at this guesthouse | B&Bs | Oh and Fiore (2007:126) |
| 35 | I felt relaxed while staying at this guesthouse | Luxury –hotel restaurant | Wu and Liang (2009:590) |
| 36 | I completely forgot about my problems while staying at this guesthouse | Guesthouse | Researcher |
| | Efficiency | | |
| 37 | The guesthouse staff understood my specific needs | Hotels | Walls (2013:185) |
| 38 | The guesthouse staff showed a sincere interest in solving guests' problems | Hotels | Walls (2013:185) |
| 39 | The guesthouse staff provided guests with individual attention | Hotels | Walls (2013:185) |
| 40 | The guesthouse staff cared about what is best for their guests (have guest's best interest at heart) | Hotels | Walls (2013:185) |

ANNEXURE C: SOURCES OF SCALE ITEMS (CONTINUED)

| No. | Item | Context | Source |
|-----|--|--------------------------|----------------------------------|
| | EXPERIENCE VALUE (CONTINUED) | | |
| | Excellence | | |
| 41 | This guesthouse is an expert in the service it offers | Catalog and Internet | Mathwick <i>et al.</i> (2001:53) |
| 42 | This guesthouse provides excellent service quality | Luxury hotel-restaurant | Wu & Liang (2009:590) |
| 43 | This guesthouse offers reliable service | Luxury hotel-restaurant | Wu & Liang (2009:590) |
| 44 | This guesthouse ensures everything is ready before guests arrive | Guesthouse | Researcher |
| | Economic value | | |
| 45 | This guesthouse is reasonably priced | Hotel | Walls (2013:185) |
| 46 | This guesthouse offers good value for money | Hotel | Nasution and Mavondo (2008:212) |
| 47 | This guesthouse offers consistent quality | Guesthouse | Researcher |
| 48 | This guesthouse is a good choice | Internet and catalog | Mathwick <i>et al.</i> (2002:58) |
| | Overall satisfaction | | |
| 49 | Overall I am satisfied with this guesthouse | Luxury –hotel restaurant | Wu and Liang (2009:590) |
| 50 | Overall, my stay at this guesthouse was better than I expected | Guesthouse | Researcher |

ANNEXURE D: ETHICS CLEARANCE LETTER



Ref: H13-BES-MRK-047 [Approved]

Chairperson: Faculty RTI Committee
Faculty of Business and Economics Sciences
Tel. +27 (0)41 504 2906

27 March 2014

Prof L Radder
NMMU
Business and Economic Sciences
South Campus

Dear Prof Radder

PROJECT PROPOSAL: DIMENSIONS OF EXPERIENCE QUALITY AND EXPERIENCE VALUE AS DETERMINANTS OF SATISFACTION WITH GUEST HOUSES IN GHANA

PRP: Prof L Radder
PI: Mr F Amoah

Your above-entitled application for ethics approval served at Fac RTI.

We take pleasure in informing you that the application was approved by the Committee.

The ethics clearance reference number is, **H13-BES-MRK-047** and is valid for three years. Please inform the Faculty RTI Committee, via the faculty representative, if any changes (particularly in the methodology) occur during this time.

Please inform your co-investigators of the outcome.

Yours sincerely

A handwritten signature in black ink, appearing to read "C. Rootman", with a long horizontal line extending to the right.

Prof C Rootman
Faculty of Business and Economic Sciences

ANNEXURE E: POST-HOC SCHEFFÉ TEST RESULTS

SCHEFFÉ POST-HOC ANALYSIS: HEDONICS

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.56 | 0.86 | Female | 227 | 3.45 | 0.84 | .324 | 0.12 |
| Age | 18-30 | 275 | 3.47 | 0.87 | 31-40 | 130 | 3.63 | 0.79 | .167 | 0.20 |
| | 18-30 | 275 | 3.47 | 0.87 | 41+ | 136 | 3.49 | 0.87 | .957 | 0.03 |
| | 31-40 | 130 | 3.63 | 0.79 | 41+ | 136 | 3.49 | 0.87 | .380 | 0.17 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.22 | 0.91 | 1-2 times | 186 | 3.46 | 0.81 | .030* | 0.28 |
| | No previous visits | 151 | 3.22 | 0.91 | 3 times + | 204 | 3.78 | 0.76 | <.0005** | 0.67 |
| | 1-2 times | 186 | 3.46 | 0.81 | 3 times + | 204 | 3.78 | 0.76 | .001** | 0.41 |
| Education | High school or less | 245 | 3.53 | 0.89 | Diploma/degree/post-graduate | 296 | 3.50 | 0.83 | .434 | 0.04 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.59 | 0.90 | Business/convention | 124 | 3.40 | 0.80 | .107 | 0.22 |
| | Leisure/vacation | 241 | 3.59 | 0.90 | Other | 176 | 3.49 | 0.82 | .491 | 0.11 |
| | Business/Convention | 124 | 3.40 | 0.80 | Other | 176 | 3.49 | 0.82 | .614 | 0.12 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: PEACE OF MIND

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|--------|-----------|
| Gender | Male | 314 | 3.85 | 0.86 | Female | 227 | 3.70 | 0.84 | .102 | 0.18 |
| Age | 18-30 | 275 | 3.67 | 0.87 | 31-40 | 130 | 3.94 | 0.79 | .005** | 0.32 |
| | 18-30 | 275 | 3.67 | 0.87 | 41+ | 136 | 3.90 | 0.87 | .018* | 0.27 |
| | 31-40 | 130 | 3.94 | 0.79 | 41+ | 136 | 3.90 | 0.87 | .910 | 0.05 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.62 | 0.91 | 1-2 times | 186 | 3.75 | 0.81 | .302 | 0.15 |
| | No previous visits | 151 | 3.62 | 0.91 | 3 times + | 204 | 3.95 | 0.76 | .001** | 0.39 |
| | 1-2 times | 186 | 3.75 | 0.81 | 3 times + | 204 | 3.95 | 0.76 | .048 | 0.25 |
| Education | High school or less | 245 | 3.82 | 0.89 | Diploma/degree/post-graduate | 296 | 3.76 | 0.83 | .047 | 0.07 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.85 | 0.90 | Business/convention | 124 | 3.63 | 0.80 | .037* | 0.26 |
| | Leisure/vacation | 241 | 3.85 | 0.90 | Other | 176 | 3.81 | 0.82 | .881 | 0.04 |
| | Business/Convention | 124 | 3.63 | 0.80 | Other | 176 | 3.81 | 0.82 | .134 | 0.23 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: INVOLVEMENT

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.54 | 0.86 | Female | 227 | 3.41 | 0.84 | .249 | 0.15 |
| Age | 18-30 | 275 | 3.37 | 0.87 | 31-40 | 130 | 3.62 | 0.79 | .024* | 0.30 |
| | 18-30 | 275 | 3.37 | 0.87 | 41+ | 136 | 3.61 | 0.87 | .028* | 0.28 |
| | 31-40 | 130 | 3.62 | 0.79 | 41+ | 136 | 3.61 | 0.87 | .996 | 0.01 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.25 | 0.91 | 1-2 times | 186 | 3.45 | 0.81 | .102 | 0.24 |
| | No previous visits | 151 | 3.25 | 0.91 | 3 times + | 204 | 3.70 | 0.76 | <.0005** | 0.54 |
| | 1-2 times | 186 | 3.45 | 0.81 | 3 times + | 204 | 3.70 | 0.76 | .020 | 0.31 |
| Education | High school or less | 245 | 3.53 | 0.89 | Diploma/degree/post-graduate | 296 | 3.45 | 0.83 | .057 | 0.09 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.59 | 0.90 | Business/convention | 124 | 3.30 | 0.80 | .011** | 0.33 |
| | Leisure/vacation | 241 | 3.59 | 0.90 | Other | 176 | 3.48 | 0.82 | .397 | 0.13 |
| | Business/convention | 124 | 3.30 | 0.80 | Other | 176 | 3.48 | 0.82 | .238 | 0.21 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: RECOGNITION

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.84 | 0.86 | Female | 227 | 3.28 | 0.84 | .080 | 0.23 |
| Age | 18-30 | 275 | 3.24 | 0.87 | 31-40 | 130 | 3.56 | 0.79 | .002** | 0.38 |
| | 18-30 | 275 | 3.24 | 0.87 | 41+ | 136 | 3.56 | 0.87 | .002** | 0.37 |
| | 31-40 | 130 | 3.56 | 0.79 | 41+ | 136 | 3.56 | 0.87 | .998 | 0.01 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.07 | 0.91 | 1-2 times | 186 | 3.42 | 0.81 | .001** | 0.41 |
| | No previous visits | 151 | 3.07 | 0.91 | 3 times + | 204 | 3.62 | 0.76 | <.0005** | 0.67 |
| | 1-2 times | 186 | 3.42 | 0.81 | 3 times + | 204 | 3.62 | 0.76 | .066 | 0.26 |
| Education | High school or less | 245 | 3.36 | 0.89 | Diploma/degree/post-graduate | 296 | 3.43 | 0.83 | .522 | 0.09 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.39 | 0.90 | Business/convention | 124 | 3.34 | 0.80 | .870 | 0.06 |
| | Leisure/vacation | 241 | 3.39 | 0.90 | Other | 176 | 3.44 | 0.82 | .822 | 0.06 |
| | Business/convention | 124 | 3.34 | 0.80 | Other | 176 | 3.44 | 0.82 | .590 | 0.13 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: ATMOSPHERICS

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.85 | 0.86 | Female | 227 | 3.79 | 0.84 | .704 | 0.08 |
| Age | 18-30 | 275 | 3.69 | 0.87 | 31-40 | 130 | 3.99 | 0.79 | .001** | 0.36 |
| | 18-30 | 275 | 3.69 | 0.87 | 41+ | 136 | 3.96 | 0.87 | .002** | 0.31 |
| | 31-40 | 130 | 3.99 | 0.79 | 41+ | 136 | 3.96 | 0.87 | .944 | 0.04 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.65 | 0.91 | 1-2 times | 186 | 3.81 | 0.81 | .129 | 0.19 |
| | No previous visits | 151 | 3.65 | 0.91 | 3 times + | 204 | 3.97 | 0.76 | <.0005** | 0.38 |
| | 1-2 times | 186 | 3.81 | 0.81 | 3 times + | 204 | 3.97 | 0.76 | .127 | 0.19 |
| Education | High school or less | 245 | 3.83 | 0.89 | Diploma/degree/post-graduate | 296 | 3.82 | 0.83 | .159 | 0.00 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.87 | 0.90 | Business/convention | 124 | 3.69 | 0.80 | .102 | 0.20 |
| | Leisure/vacation | 241 | 3.87 | 0.90 | Other | 176 | 3.87 | 0.82 | 1.000 | 0.00 |
| | Business/convention | 124 | 3.69 | 0.80 | Other | 176 | 3.87 | 0.82 | .128 | 0.22 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: ENJOYMENT

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|--------|-----------|
| Gender | Male | 314 | 3.69 | 0.86 | Female | 227 | 3.60 | 0.84 | .491 | 0.11 |
| Age | 18-30 | 275 | 3.50 | 0.87 | 31-40 | 130 | 3.81 | 0.79 | .001** | 0.37 |
| | 18-30 | 275 | 3.50 | 0.87 | 41+ | 136 | 3.80 | 0.87 | .002* | 0.34 |
| | 31-40 | 130 | 3.81 | 0.79 | 41+ | 136 | 3.80 | 0.87 | .987 | 0.02 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.47 | 0.91 | 1-2 times | 186 | 3.66 | 0.81 | .093 | 0.22 |
| | No previous visits | 151 | 3.47 | 0.91 | 3 times + | 204 | 3.78 | 0.76 | .001** | 0.38 |
| | 1-2 times | 186 | 3.66 | 0.81 | 3 times + | 204 | 3.78 | 0.76 | .305 | 0.16 |
| Education | High school or less | 245 | 3.67 | 0.89 | Diploma/degree/post-graduate | 296 | 3.64 | 0.83 | .086 | 0.03 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.70 | 0.90 | Business/convention | 124 | 3.47 | 0.80 | .036* | 0.26 |
| | Leisure/vacation | 241 | 3.70 | 0.90 | Other | 176 | 3.71 | 0.82 | .988 | 0.01 |
| | Business/convention | 124 | 3.47 | 0.80 | Other | 176 | 3.71 | 0.82 | .037 | 0.30 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: ENTERTAINMENT

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|--------|-----------|
| Gender | Male | 314 | 3.65 | 0.86 | Female | 227 | 3.52 | 0.84 | .239 | 0.15 |
| Age | 18-30 | 275 | 3.46 | 0.87 | 31-40 | 130 | 3.76 | 0.79 | .005** | 0.36 |
| | 18-30 | 275 | 3.46 | 0.87 | 41+ | 136 | 3.70 | 0.87 | .028* | 0.28 |
| | 31-40 | 130 | 3.76 | 0.79 | 41+ | 136 | 3.70 | 0.87 | .873 | 0.07 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.43 | 0.91 | 1-2 times | 186 | 3.57 | 0.81 | .317 | 0.17 |
| | No previous visits | 151 | 3.43 | 0.91 | 3 times + | 204 | 3.74 | 0.76 | .004** | 0.38 |
| | 1-2 times | 186 | 3.57 | 0.81 | 3 times + | 204 | 3.74 | 0.76 | .164 | 0.21 |
| Education | High school or less | 245 | 3.64 | 0.89 | Diploma/degree/post-graduate | 296 | 3.56 | 0.83 | .047* | 0.09 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.65 | 0.90 | Business/convention | 124 | 3.36 | 0.80 | .010* | 0.34 |
| | Leisure/vacation | 241 | 3.65 | 0.90 | Other | 176 | 3.67 | 0.82 | .974 | 0.02 |
| | Business/convention | 124 | 3.36 | 0.80 | Other | 176 | 3.67 | 0.82 | .009** | 0.38 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: ESCAPE

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|--------|-----------|
| Gender | Male | 314 | 3.19 | 0.86 | Female | 227 | 3.17 | 0.84 | .860 | 0.02 |
| Age | 18-30 | 275 | 3.16 | 0.87 | 31-40 | 130 | 3.23 | 0.79 | .696 | 0.09 |
| | 18-30 | 275 | 3.16 | 0.87 | 41+ | 136 | 3.16 | 0.87 | 1.000 | 0.00 |
| | 31-40 | 130 | 3.23 | 0.79 | 41+ | 136 | 3.16 | 0.87 | .776 | 0.09 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.05 | 0.91 | 1-2 times | 186 | 3.13 | 0.81 | .726 | 0.09 |
| | No previous visits | 151 | 3.05 | 0.91 | 3 times + | 204 | 3.31 | 0.76 | .015* | 0.31 |
| | 1-2 times | 186 | 3.13 | 0.81 | 3 times + | 204 | 3.31 | 0.76 | .087 | 0.24 |
| Education | High school or less | 245 | 3.23 | 0.89 | Diploma/degree/post-graduate | 296 | 3.13 | 0.83 | .301 | 0.11 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.35 | 0.90 | Business/convention | 124 | 3.04 | 0.80 | .003* | 0.36 |
| | Leisure/vacation | 241 | 3.35 | 0.90 | Other | 176 | 3.04 | 0.82 | .001** | 0.35 |
| | Business/convention | 124 | 3.04 | 0.80 | Other | 176 | 3.04 | 0.82 | .998 | 0.01 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: EFFICIENCY

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.60 | 0.86 | Female | 227 | 3.66 | 0.84 | .127 | 0.08 |
| Age | 18-30 | 275 | 3.48 | 0.87 | 31-40 | 130 | 3.78 | 0.79 | .004** | 0.35 |
| | 18-30 | 275 | 3.48 | 0.87 | 41+ | 136 | 3.76 | 0.87 | .006** | 0.32 |
| | 31-40 | 130 | 3.78 | 0.79 | 41+ | 136 | 3.76 | 0.87 | .985 | 0.02 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.40 | 0.91 | 1-2 times | 186 | 3.63 | 0.81 | .033* | 0.27 |
| | No previous visits | 151 | 3.40 | 0.91 | 3 times + | 204 | 3.78 | 0.76 | <.0005** | 0.46 |
| | 1-2 times | 186 | 3.63 | 0.81 | 3 times + | 204 | 3.78 | 0.76 | .213 | 0.19 |
| Education | High school or less | 245 | 3.62 | 0.89 | Diploma/degree/post-graduate | 296 | 3.63 | 0.83 | .336 | 0.01 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.71 | 0.90 | Business/convention | 124 | 3.48 | 0.80 | .038* | 0.27 |
| | Leisure/vacation | 241 | 3.71 | 0.90 | Other | 176 | 3.60 | 0.82 | .381 | 0.13 |
| | Business/convention | 124 | 3.48 | 0.80 | Other | 176 | 3.60 | 0.82 | .464 | 0.15 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: EXCELLENCE

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | P | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.63 | 0.86 | Female | 227 | 3.66 | 0.84 | .261 | 0.04 |
| Age | 18-30 | 275 | 3.48 | 0.87 | 31-40 | 130 | 3.85 | 0.79 | <.0005** | 0.44 |
| | 18-30 | 275 | 3.48 | 0.87 | 41+ | 136 | 3.78 | 0.87 | .003* | 0.35 |
| | 31-40 | 130 | 3.85 | 0.79 | 41+ | 136 | 3.78 | 0.87 | .822 | 0.08 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.36 | 0.91 | 1-2 times | 186 | 3.68 | 0.81 | .004* | 0.37 |
| | No previous visits | 151 | 3.36 | 0.91 | 3 times + | 204 | 3.82 | 0.76 | <.0005** | 0.55 |
| | 1-2 times | 186 | 3.68 | 0.81 | 3 times + | 204 | 3.82 | 0.76 | .253 | 0.18 |
| Education | High school or less | 245 | 3.62 | 0.89 | Diploma/degree/post-graduate | 296 | 3.66 | 0.83 | ..432 | 0.04 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.74 | 0.90 | Business/convention | 124 | 3.50 | 0.80 | .033* | 0.28 |
| | Leisure/vacation | 241 | 3.74 | 0.90 | Other | 176 | 3.61 | 0.82 | .303 | 0.15 |
| | Business/convention | 124 | 3.50 | 0.80 | Other | 176 | 3.61 | 0.82 | .513 | 0.14 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: ECONOMIC VALUE

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.72 | 0.86 | Female | 227 | 3.64 | 0.84 | .620 | 0.09 |
| Age | 18-30 | 275 | 3.56 | 0.87 | 31-40 | 130 | 3.86 | 0.79 | .003* | 0.36 |
| | 18-30 | 275 | 3.56 | 0.87 | 41+ | 136 | 3.78 | 0.87 | .040* | 0.26 |
| | 31-40 | 130 | 3.86 | 0.79 | 41+ | 136 | 3.78 | 0.87 | .713 | 0.10 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.49 | 0.91 | 1-2 times | 186 | 3.66 | 0.81 | .181 | 0.20 |
| | No previous visits | 151 | 3.49 | 0.91 | 3 times + | 204 | 3.86 | 0.76 | <.0005** | 0.45 |
| | 1-2 times | 186 | 3.66 | 0.81 | 3 times + | 204 | 3.86 | 0.76 | .051 | 0.26 |
| Education | High school or less | 245 | 3.68 | 0.89 | Diploma/degree/post-graduate | 296 | 3.69 | 0.83 | .298 | 0.00 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.73 | 0.90 | Business/convention | 124 | 3.55 | 0.80 | .149 | 0.21 |
| | Leisure/vacation | 241 | 3.73 | 0.90 | Other | 176 | 3.71 | 0.82 | .971 | 0.02 |
| | Business/convention | 124 | 3.55 | 0.80 | Other | 176 | 3.71 | 0.82 | .263 | 0.20 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: OVERALL EXPERIENCE

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.59 | 0.77 | Female | 227 | 3.53 | 0.74 | .353 | 0.08 |
| Age | 18-30 | 275 | 3.44 | 0.80 | 31-40 | 130 | 3.69 | 0.64 | .006* | 0.33 |
| | 18-30 | 275 | 3.44 | 0.80 | 41+ | 136 | 3.68 | 0.73 | .008* | 0.31 |
| | 31-40 | 130 | 3.69 | 0.64 | 41+ | 136 | 3.68 | 0.73 | .989 | 0.02 |
| Prior Visits to the guesthouse | No previous visits | 151 | 3.34 | 0.82 | 1-2 Times | 186 | 3.54 | 0.74 | .044* | 0.26 |
| | No previous visits | 151 | 3.34 | 0.82 | 3 times + | 204 | 3.75 | 0.67 | <.0005** | 0.55 |
| | 1-2 times | 186 | 3.54 | 0.74 | 3 times + | 204 | 3.75 | 0.67 | .021* | 0.29 |
| Education | High school or less | 245 | 3.58 | 0.79 | Diploma/degree/post-graduate | 296 | 3.55 | 0.73 | .602 | 0.04 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.64 | 0.82 | Business/Convention | 124 | 3.42 | 0.72 | .026* | 0.28 |
| | Leisure/vacation | 241 | 3.64 | 0.82 | Other | 176 | 3.56 | 0.67 | .599 | 0.10 |
| | Business/convention | 124 | 3.42 | 0.72 | Other | 176 | 3.56 | 0.67 | .239 | 0.21 |

(*p<0.05; **p<0.001)

SCHEFFÉ POST-HOC ANALYSIS: OVERALL SATISFACTION

| Respondent profile | Level 1 | N | Mean | SD | Level 2 | N | Mean | SD | p | Cohen's d |
|--|---------------------|-----|------|------|------------------------------|-----|------|------|----------|-----------|
| Gender | Male | 314 | 3.75 | 0.86 | Female | 227 | 3.76 | 0.84 | .448 | 0.02 |
| Age | 18-30 | 275 | 3.63 | 0.87 | 31-40 | 130 | 3.87 | 0.79 | .053 | 0.29 |
| | 18-30 | 275 | 3.63 | 0.87 | 41+ | 136 | 3.89 | 0.87 | .032* | 0.30 |
| | 31-40 | 130 | 3.87 | 0.79 | 41+ | 136 | 3.89 | 0.87 | .990 | 0.02 |
| Prior visits to the guesthouse | No previous visits | 151 | 3.52 | 0.91 | 1-2 times | 186 | 3.75 | 0.81 | .084 | 0.27 |
| | No previous visits | 151 | 3.52 | 0.91 | 3 times + | 204 | 3.93 | 0.76 | <.0005** | 0.50 |
| | 1-2 times | 186 | 3.75 | 0.81 | 3 times + | 204 | 3.93 | 0.76 | .150 | 0.24 |
| Education | High school or less | 245 | 3.78 | 0.89 | Diploma/degree/post-graduate | 296 | 3.73 | 0.83 | .123 | 0.07 |
| Primary purpose of visiting the guesthouse | Leisure/vacation | 241 | 3.86 | 0.90 | Business/convention | 124 | 3.60 | 0.80 | .050 | 0.30 |
| | Leisure/vacation | 241 | 3.86 | 0.90 | Other | 176 | 3.71 | 0.82 | .274 | 0.17 |
| | Business/convention | 124 | 3.60 | 0.80 | Other | 176 | 3.71 | 0.82 | .635 | 0.13 |

(*p<0.05; **p<0.001)

**ANNEXURE F: MULTIPLE REGRESSION ANALYSIS FOR EACH OF THE
DIMENSIONS**

REGRESSION SUMMARY FOR HEDONICS

| N=541 | b* | Std.Err. | b | Std.Err. | t(538) | p-value |
|--------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 3.97425 | 0.047769 | 83.1976 | 0.000000 |
| Dd: Hedonics | -0.543071 | 0.035345 | -1.14193 | 0.074322 | -15.3647 | 0.000000 |
| Sd: Hedonics | 0.215020 | 0.035345 | 0.47020 | 0.077292 | 6.0834 | 0.000000 |

Note:

R= .65873254; R²= .43392856; Adjusted R²= .43182421
F(2,538)=206.21; p<0.0000; Std.Error of estimate: .72916

REGRESSION SUMMARY FOR PEACE OF MIND

| N=541 | b* | Std.Err. | b | Std.Err. | t(538) | p-value |
|-------------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 3.93697 | 0.048109 | 81.8342 | 0.000000 |
| Dd: Peace of mind | -0.519832 | 0.035838 | -1.11117 | 0.076605 | -14.5051 | 0.000000 |
| Sd: Peace of mind | 0.226979 | 0.035838 | 0.49208 | 0.077695 | 6.3335 | 0.000000 |

Note:

R= .64304889; R²= .41351187; Adjusted R²= .41133162
F(2,538)=189.66; p<0.0000; Std.Error of estimate: .74219

REGRESSION SUMMARY FOR INVOLVEMENT

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|-----------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 3.95607 | 0.049431 | 80.0324 | 0.000000 |
| Dd: Involvement | -0.500785 | 0.036844 | -1.04944 | 0.077210 | -13.5921 | 0.000000 |
| Sd: Involvement | 0.212800 | 0.036844 | 0.47408 | 0.082081 | 5.7757 | 0.000000 |

Note:

R= .61501504; R²= .37824350; Adjusted R²= .37593214
F(2,538)=163.65; p<0.0000; Std.Error of estimate: .76418

REGRESSION SUMMARY FOR RECOGNITION

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|-----------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 3.98221 | 0.043614 | 91.3057 | 0.000000 |
| Dd: Recognition | -0.582940 | 0.034284 | -1.31175 | 0.077146 | -17.0035 | 0.000000 |
| Sd: Recognition | 0.169295 | 0.034284 | 0.38498 | 0.077962 | 4.9381 | 0.000001 |

Note:

R= .65643295; R²= .43090422; Adjusted R²= .42878862
 F(2,538)=203.68; p<0.0000; Std.Error of estimate: .73110

REGRESSION SUMMARY FOR ATMOSPHERICS

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|------------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 4.00676 | 0.048141 | 83.2296 | 0.000000 |
| Dd: Atmospherics | -0.574480 | 0.035124 | -1.20798 | 0.073856 | -16.3558 | 0.000000 |
| Sd: Atmospherics | 0.183969 | 0.035124 | 0.39324 | 0.075079 | 5.2377 | 0.000000 |

Note:

R= .67246916; R²= .45221477; Adjusted R²= .45017840
 F(2,538)=222.07; p<0.0000; Std.Error of estimate: .71728

REGRESSION SUMMARY FOR ENJOYMENT

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|---------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 3.90664 | 0.047477 | 82.2848 | 0.000000 |
| Dd: Enjoyment | -0.526594 | 0.035488 | -1.16751 | 0.078680 | -14.8387 | 0.000000 |
| Sd: Enjoyment | 0.228546 | 0.035488 | 0.48225 | 0.074882 | 6.4401 | 0.000000 |

Note:

R= .64932470; R²= .42162257; Adjusted R²= .41947246
 F(2,538)=196.09; p<0.0000; Std.Error of estimate: .73704

REGRESSION SUMMARY FOR ENTERTAINMENT

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|-------------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 3.96680 | 0.046613 | 85.1000 | 0.000000 |
| Dd: Entertainment | -0.554503 | 0.034857 | -1.18758 | 0.074653 | -15.9080 | 0.000000 |
| Sd: Entertainment | 0.211866 | 0.034857 | 0.46128 | 0.075891 | 6.0782 | 0.000000 |

Note:

R= .66518554; R²= .44247181; Adjusted R²= .44039921
 F(2,538)=213.49; p<0.0000; Std.Error of estimate: .72364

REGRESSION SUMMARY FOR ESCAPE

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|------------|-----------|----------|-----------|----------|----------|----------|
| Intercept | | | 3.793173 | 0.050653 | 74.88572 | 0.000000 |
| Dd: Escape | -0.379460 | 0.038266 | -0.831634 | 0.083865 | -9.91639 | 0.000000 |
| Sd: Escape | 0.301900 | 0.038266 | 0.653136 | 0.082785 | 7.88954 | 0.000000 |

Note:

R= .56551280; R²= .31980472; Adjusted R²= .31727612
 F(2,538)=126.47; p<0.0000; Std.Error of estimate: .79929

REGRESSION SUMMARY FOR EFFICIENCY

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|----------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 4.05473 | 0.048410 | 83.7576 | 0.000000 |
| Dd: Efficiency | -0.607341 | 0.034341 | -1.24746 | 0.070535 | -17.6858 | 0.000000 |
| Sd: Efficiency | 0.176856 | 0.034341 | 0.37385 | 0.072590 | 5.1501 | 0.000000 |

Note:

R= .70602324; R²= .49846881; Adjusted R²= .49660438
 F(2,538)=267.36; p<0.0000; Std.Error of estimate: .68633

REGRESSION SUMMARY FOR EXCELLENCE

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|----------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 3.96717 | 0.046438 | 85.4288 | 0.000000 |
| Dd: Excellence | -0.583454 | 0.032818 | -1.21279 | 0.068217 | -17.7784 | 0.000000 |
| Sd: Excellence | 0.256737 | 0.032818 | 0.53283 | 0.068110 | 7.8230 | 0.000000 |

Note:

R= .73850085; R²= .54538350; Adjusted R²= .54369348
 F(2,538)=322.71; p<0.0000; Std.Error of estimate: .65345

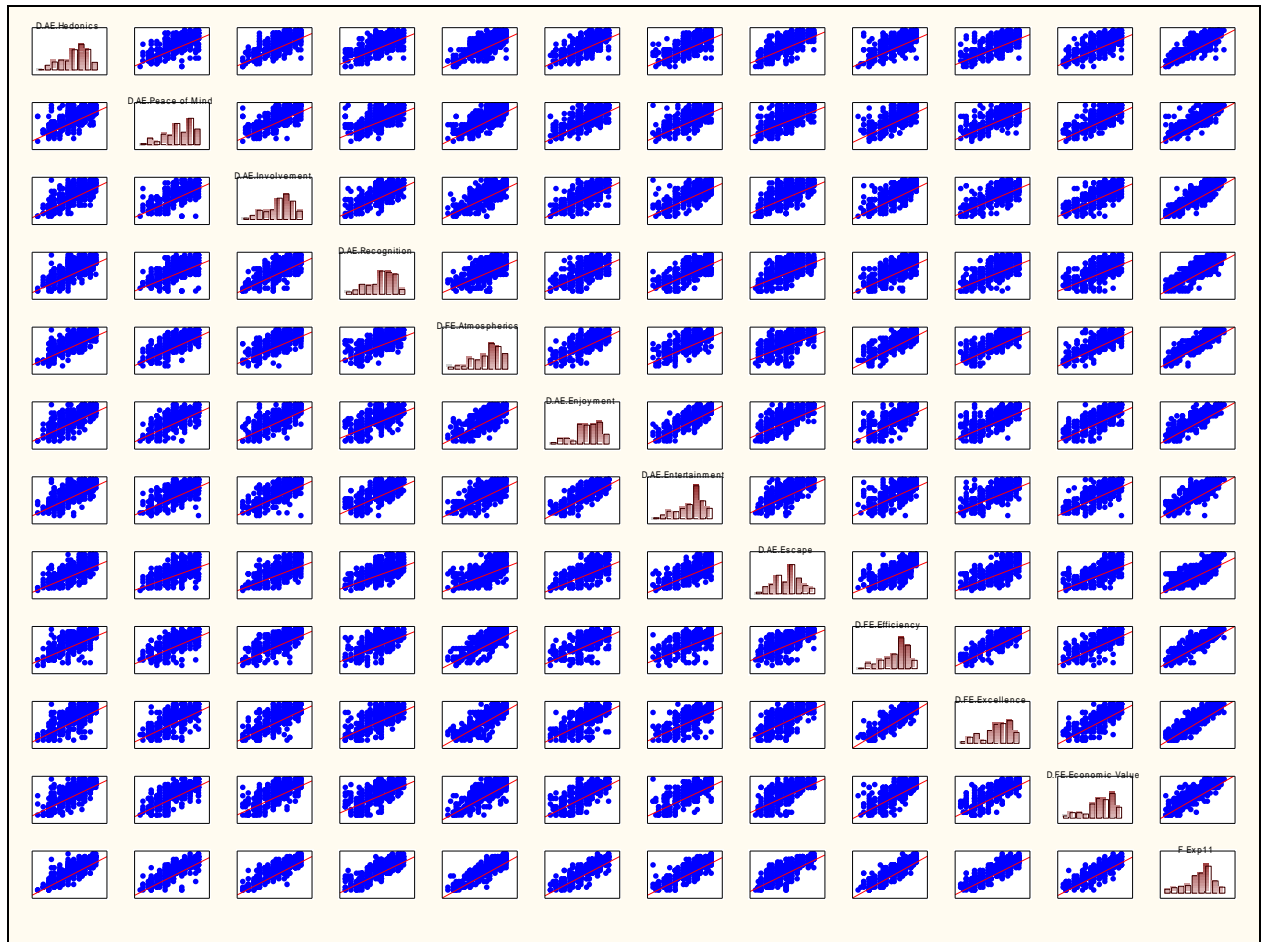
REGRESSION SUMMARY FOR ECONOMIC VALUE

| N=541 | b* | Std.Err. | B | Std.Err. | t(538) | p-value |
|--------------------|-----------|----------|----------|----------|----------|----------|
| Intercept | | | 4.01765 | 0.042469 | 94.6009 | 0.000000 |
| Dd: Economic Value | -0.602542 | 0.032287 | -1.26918 | 0.068010 | -18.6618 | 0.000000 |
| Sd: Economic Value | 0.225051 | 0.032287 | 0.51894 | 0.074451 | 6.9702 | 0.000000 |

Note:

R= .71436073; R²= .51031126; Adjusted R²= .50849085
 F(2,538)=280.33; p<0.0000; Std.Error of estimate: .67818

ANNEXURE G: SCATTERPLOT MATRIX OF THE CORRELATIONS AMONG THE 11 DIMENSIONS OF OVERALL EXPERIENCE AND EXP11

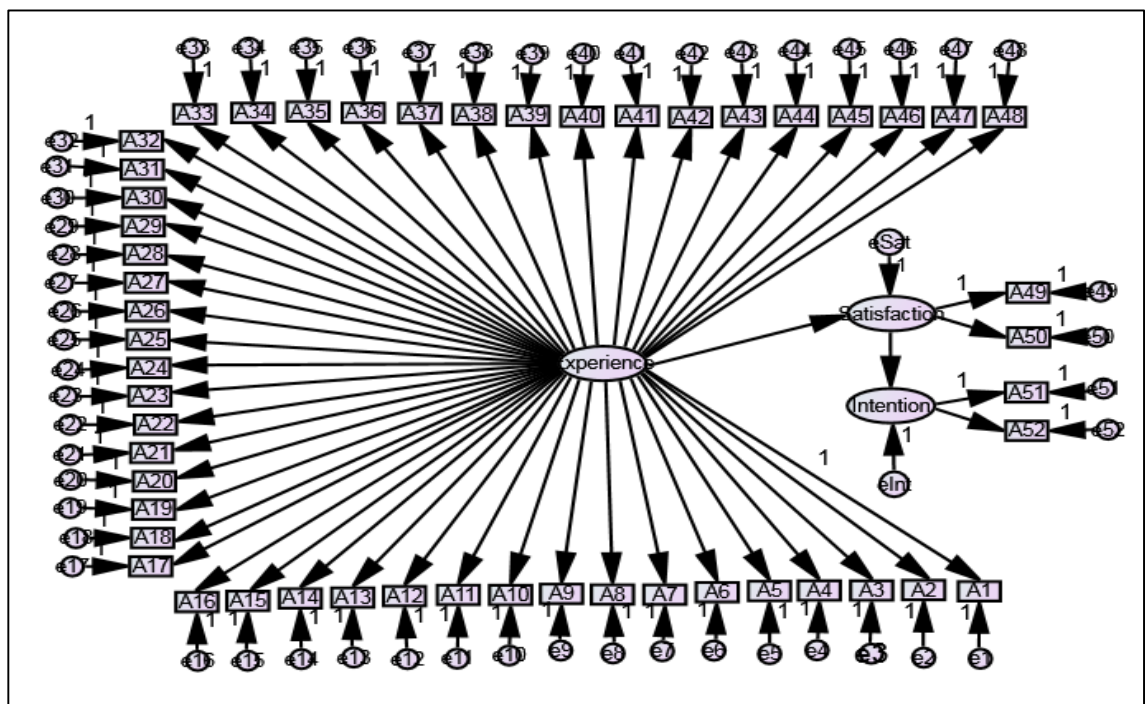


ANNEXURE H: SEM WITH 48 ITEMS MEASURING OVERALL EXPERIENCE

Summary of CFA's and SEM Model Fit Indices (n = 541)

| | | SEM | |
|--|--------------------------------|---------------------------|---|
| No. of items (m) | | 52 | |
| Sample size (n) and No. of items (m) Categories | | 250 < n < 1000; m ≥ 30 | |
| Absolute/predictive fit: | Abbr. | Target | Target |
| Chi-square | χ^2 | | 1463.39 |
| | df | | 1144 |
| | p | ≥ .050 | ≥ .050 |
| | χ^2/df | ≤ 3 | ≤ 3 |
| | | | 1.28 |
| Comparative Fit Indices: | | | |
| Bentler-Bonnet normed fit index | NFI | ≥ .92 | ≥ .90 |
| Bentler comparative fit index | CFI | ≥ .92 | ≥ .90 |
| | | | |
| Other: | | | |
| Joreskog adjusted GFI | AGFI | ≥ .95 | ≥ .95 |
| | | | |
| Root mean square error of approximation | 95%Lo RMSEA 95%Hi | ≤ .08 | ≤ .08 |
| | | | .019 .023 .026 |

Note: **Red** indicates acceptable fit

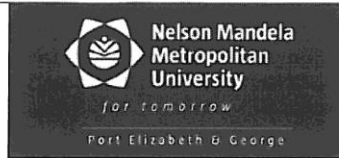


ANNEXURE I: TURN IT-IN REPORT

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