

PHYSICAL ENVIRONMENT, SERVICE QUALITY AND GUEST REVISIT INTENTION IN PORT-HARCOURT HOTELS

Uboegbulam Gideon C.

(Ph.D) Department of Hospitality Management and Tourism
University of Port Harcourt.

Ezurume Sandra O.

(Miss), Department of Hospitality Management and Tourism
University of Port Harcourt.

ABSTRACT:

The study investigated the effect of physical environment and service quality as factors influencing guests' revisit intention to hotels in Port Harcourt, Rivers State, Nigeria. The descriptive survey research generated primary data from 150 hotel guests in Port Harcourt. A 16 item and well-structured questionnaire containing four demographic items was used to generate data from the respondents. The data gathered was subjected to multiple regression analysis for the testing of the two hypotheses with the help of SPSS. The inferential statistical analysis showed physical environment and service quality had positive significant effect on revisit intention. Owners/managers of hotels are expected to build capabilities on cosy hotel environment and robust service quality. This will enhance customer satisfaction which could promote guests' revisit intentions.

Keywords: Physical Environment, Service Quality, Revisit Intention, Customer Satisfaction.

INTRODUCTION:

An understanding of how hotel businesses interacts with their highly esteemed customers and deliver valuable services in a unique physical setting is of considered very

important in the hospitality industry (Peterson & Zinkhan, 2011) especially in the area of marketing strategy development. Hotel business' use of physical settings devices as a marketing strategy is increasing rapidly in the hospitality industry. As organizations continue to make widespread use of physical instruments to attract customers in the hotel industry, their major concern revolves around the idea of successfully staying in existence as well as to proffer efficient marketing of the services they offer. Therefore, for any firm to succeed and operate profitably in the dynamic hotel business environment, it must generate ideas and innovations that will positively appeal to customers' interest and patronage.

Physical settings play a vital role in shaping guest expectations; differentiating firms from each other; facilitating guest satisfaction goal as well as employee-customer goals; and influence the nature of customer overall experience (Bitner, 1992). It is therefore important for service firms such as those in the hotel industry to structure their physical environment and efficiently include aesthetic elements such as architecture and design in the overall layout to appeal pleasantly to customers, enhancing satisfaction and promoting repeat patronage (Amoabi & Caleb, 2009). In a unique and dynamic environment such as hotels, the target market tends to respond to their environment holistically. That is, the totality of their perceptions of stimuli is

what comprises and determines their responses to any given environment.

Within the hospitality industry, studies pertaining to physical settings have been conducted and it is proven that physical setting impacts the satisfaction of the customer and also employee motivation hence enhancing productivity (Benard, 2012). Physical setting is viewed as an important phenomenon in shaping not only customer's physiological, cognitive and emotional states but also their behaviours. A good physical setting of a hotel promotes service experience and long lasting memories in the mind of the customers even after the consumption of such products or services.

Product and Service quality are considered as key factors which affects customers' repurchase intentions. Since businesses realized the importance of these factors, most of the businesses in the sector focused on improving themselves in terms of quality and satisfaction (Han & Hyung, 2015). Studies (Bowen & Chen, 2001; Han & Ryu, 2006) indicate that quality and satisfaction factors affect customers' opinions and intentions positively. Even though revisit intention mostly relies on customers' perceptions created by the services provided by businesses, it is known that other factors also affect revisit intention (Kasli et al., 2012). These factors could include the nature of a destination's resources and its attractions. People are motivated to visit destinations because of attractions.

From the foregoing, there is no doubt that extensive research have been undertaken by scholars on physical environment and customer patronage as well as service quality and customer satisfaction as found in previous studies, but empirical studies which analyzes the corresponding effect of physical environment and service quality on customer revisit intention of hotels in Nigeria, is very

limited. Hotels in Nigeria (Port-Harcourt inclusive) are faced with diverse challenges. One of which is ability to retain guests and maintain consistent increase in profitability and industrial relevance. This study seeks to determine the extent to which physical environment and service quality influence guest revisit intention in selected hotels in Port Harcourt.

LITERATURE REVIEW:

Theoretical Review: Environmental Psychology Theory:

This is a theory developed by Albert Mehrabian and James A. Russel (1974). The core idea of this theory is that physical environments influence people through their emotional impact. PAD emotional state model was propounded after the environmental psychology theory; it is a psychological model that describes and measures emotional states. It uses three dimensions, Pleasure, Arousal and Dominance to represent all emotions.

While Pleasure-Displeasure scale measures how pleasant or unpleased one feels about something; Arousal-Non arousal scale measures how action energized one feels; and Dominance-Submissiveness scale represents the controlling and dominant Versus the controlled or submissive feeling of someone. Environment and overall service quality can trigger pleasure and arousal; and when these are dominant feelings, they determine subsequent decisions and actions.

According to research in environmental psychology, human behavior is strongly associated with the physical environment (Mehrabian & Russel, 1974); and environment contributes immensely to service quality. Specifically, Mehrabian and Russel's (1974) theory indicates that individuals generally react to the environment in two opposite ways: approach and avoidance. Whereas approach behaviours can be seen as positive responses to

the environment of a place (e.g., desire to stay, work, and affiliate), avoidance behaviours can be described as negative responses (e.g., a desire not to stay, work, and affiliate). It becomes apparent that a firm's services and environment enhances individual approach behaviours and decrease avoidance behaviours. In recent years, the importance of the physical environment and service quality in influencing behavioural patterns has been considered and affirmed in many consumer behaviour studies.

In many theoretical and empirical studies, researchers have identified the essential factors of the physical environment, such as décor and artifacts, spatial layout, and ambient conditions that are particularly pertinent to the service industry (Githri 2017).

CONCEPTUAL REVIEW:

Guest Revisit Intention:

When a company offers a product or service, it is possible that there are many similar goods or services on the market provided by competitors. Customers usually have many alternatives. Therefore, it is important for companies to improve the value of existing consumers, and take effective steps to attract their repurchase behaviors besides attracting new customers (Hanai et al. 2008). Customer revisit intention has been studied in many spheres and industries, such as tourism industry, catering industry, hospital services, retail businesses, banking industry, telecommunication industry etc. A number of customer retention driving factor models have been constructed and estimated. Some of the factors considered in those models include satisfaction, trust, the number of previous visits, perceived switching cost, customer value, etc. It can be deduced that some of the measures of customer revisit intention include; expectation to repurchase, recommendation to others, overall customer satisfaction.

Previous Studies have been conducted on the revisit intention of customers to restaurants; but there is limited literature on guest revisit intention to hotel firms. When consumers decide to lodge in a specific hotel, they will have an expectation about how their stay and overall service should be. After the lodge, they will compare the serving experience with their anticipation. If the service quality the hotel offered is equal or higher than expected, they will be satisfied and likely come to the same hotel again, and vice versa. Oh (2000) said to enlarge the market segments in the restaurant industry, customer satisfaction is a powerful predictor of customer intent to repurchase. From all indications, this applies also to the hotel industry.

Physical Environment:

Bitner (1990) used the term 'services cape' to describe the man made physical environment in which the delivery of service products takes place. She identified three dimensions of services cape which influence customer satisfaction and re-patronage which are;

- 1) Ambient conditions
- 2) Spatial layout and functionality and
- 3) Signs, symbols and artifacts.

These three factors have been frequently included in most research related to the physical environment and are the most adequate dimensions of the physical environment for customer behavior study in service settings.

- **Décor and Artifacts:**

Décor and artifacts contribute to the beauty and attractiveness of the physical environment. While guests remain inside a hotel, they are likely to evaluate consciously and subconsciously the pleasant appearance of the interior designs of the hotel as well as the quality of the materials used in construction,

artwork, and decoration. The interior theme which includes artefacts influences the evaluation of aesthetics and attractiveness by guests. In a hotel, the choice of colour of the dining area's walls, ceiling or wall decorations, pictures and paintings, plants and flowers and quality furniture can all play an important part in delivering an image and in creating an overall aesthetic impression. In addition, from a customer's viewpoint, these can be important environmental cues to evaluate their overall experience in an organization and possible desire to revisit.

- **Spatial Layout:**

The physical environment in service settings is the purposeful environment that exists to fulfil customers' specific needs and wants, so effective spatial layout of the physical surroundings is particularly important (Bitner, 1992). Spatial layout refers to the arrangement of objects, such as furniture and equipment, according to the needs of the service delivery process (Nguyen & Leblanc, 2002). Spatial layout of the environment would be highly salient to customers in a hotel where ample space is essential for moving around, relaxing and staying in comfort. An effective layout of the physical environment keeps restaurant customers from feeling crowded.

- **Ambient Condition:**

Ambient condition refers to the intangible background characteristics that generally affect our five senses (Moon et al. 2015). This influences customer perceptions and responses to the environment. These conditions include elements (e.g., lighting, noise, music, scent, air quality, and temperature) that are considered background characteristics of the environment (Bitner, 1992). The ambient conditions of the physical environment in service settings encourage customers to pursue the service consumptions and consequently affect their

attitudes and behaviours toward the provider (Nguyen & Leblanc, 2002). Pleasant scent, pleasing music, comfortable temperature, low noise level, and adequate lighting, all harmonizing with other elements in a hotel, may result in customers having more favourable perceptions of the hotel organization and evaluating their experiences more positively.

Among various researchers of physical settings related issues, it is predominantly seen that ambient and social elements in the service organization significantly affect customer's quality perceptions, suggesting that customer's satisfaction in all dimensions of physical settings indeed increases their re-patronage intentions. Recently, Rosenbaum et al. (2011) show that physical settings and perceived waiting time positively influence overall service quality; overall service quality influence perceived value. Therefore it is imperative to study the factors of dimension of physical settings that influence consumer overall perception of the physical environment and their subsequent internal and external responses towards service experience and repeat patronage.

SERVICE QUALITY:

Improving the quality of services depends on the ability of the hotels to meet the needs as well as the desires of customers. Generally, the service evaluation is estimated through the service quality procedure known as SERVQUAL, which includes five dimensions: reliability, responsiveness, assurance, empathy, and tangibles, using the 22-item tool for measurement (Hussain et al., 2015).

- **Reliability:** is the ability to perform the promised services in a reliable, accurate and completely responsible way, without negligence and failure.
- **Responsiveness:** Responsiveness has been operationalized by means of four items:

willingness to help, paying attention to customers' needs, informing customers about the deliverer able services.

- **Assurance:** Assurance has been operationalized via four items: the employees' skilfulness in providing services, courtesy towards customers, employees' ability to create self-confidence in customers, and staff expertise when answering customers' questions.
- **Empathy:** This is concerned with care; it is the individualized attention the firm provides its customers.
- **Tangibility:** It refers to the appearance of physical facilities, equipment, personnel and communication materials.

Evidence exists indicating that there is a direct relationship between service quality and customer satisfaction (e.g. Lee et al. 2004). Shahid, UI, and Habibah (2018) also reveal positive and significant relationship between service quality, loyalty, and behavioral Intentions directly and indirectly via customer satisfaction.

Empirical Review and Hypotheses Development: Physical Environment and Guest Revisit Intention:

The importance of creating an attractive physical environment has gained growing attention among scholars and hospitality managers as it is a key factor for attracting and satisfying customers in hospitality industry (Han & Ryu, 2009). According to Ryu and Jang (2008), physical environment can have a significance impact on perception of the overall quality of the service encounter which in turn affects customer satisfaction in the restaurant industry. Chang (2009) also confirmed that physical environment has a direct indicator of customer satisfaction and return intention.

Findings in these studies indicated that making the atmosphere more pleasant and

innovative is essential for a firm's success. The role of the physical environment in influencing customer behaviours and in creating a provider's image is especially pertinent in a service industry such as the hotel industry. Indeed, customers consciously (or unconsciously) sense the physical surroundings before, during, and after their stay in a hotel. While the rooms and the service must be of acceptable quality, pleasing physical surroundings, such as décor, artifacts, layout, and music may determine, to a large extent, the degree of overall customer satisfaction and subsequent customer behavior. That is, customers may respond to more than just the quality of the room and service when evaluating their experience and building their attitudes toward a provider. In some situations, the ambience of a place can be as much important as the product itself in patronage decision making. Creative use of physical design in a hotel organization would be essential in enhancing specific marketing objectives such as positive customer perception of quality, positive evaluation of experience, and possibly the desire to visit again. Physical surroundings included all of the objective physical factors that can be controlled by service firms to enhance customer (or employee) internal (e.g., cognition, emotion, and satisfaction) and external responses (e.g., staying, revisit and approach). Similarly, in our study, the physical environment refers to the manmade physical setting/conditions, which can be controlled by restaurateurs, as opposed to the natural environment.

From the foregoing, we therefore hypothesise that;

H1: Physical environment significantly affects guests' revisit intention to hotels in Port Harcourt, Nigeria Service Quality and Guest Revisit Intention

In the hotel literature, service quality has been identified as a determinant in

achieving customer satisfaction and retention (Nurul & Putra, 2014). Petrick (2004) suggests that quality is the best predictor of customer intention to repurchase. Service quality expectation forms a basis for customers want in future. According to Wu (2009), the researcher determined that overall perceptions of hotel service quality should be based on customer evaluations of three primary dimensions of service encounter which are; interaction quality, physical environment quality and outcome quality.

Companies recognize that maintaining existing customers is more beneficial than obtaining new customers to replace those who have been lost (Boulter, 2013). As long as service quality is recognized as the basis for customer satisfaction, in order to obtain a high level of customer satisfaction, a high level of service quality must be delivered by the service provider (Hussain et al., 2015). Service quality is a difficult and complex item to define, even in developed economies (Jevons & Pidgeon, 2002). As it is shown in studies, just customers can define the quality and this happens when goods or services are supplied by an organization and they exceed customer satisfaction (Mbise&Tuninga, 2013). A guest's perceived service quality involves their perceptions of service quality based on a comparison of their desires or expectations and the actual received service, and it refers to the customer's evaluation of the overall excellence or superiority of the service. Service quality in the hotel industry is related to the ability of the hotel service providers to provide accommodation for as long as customers want to stay while providing excellent standards of other facilitating services. Considering the intense competition in the hotel industry, just satisfying customers is not enough. Rather, they should be extremely satisfied (Hussain et al., 2015). Understanding the value of the customer depends on sacrificing (for example,

monetary and non-monetary prices associated with the service experience) and the customer reference frame (Xia & Suri, 2014).

Satisfaction is one of the most important factors affecting revisit intentions of customers (Wu et al., 2015). Satisfaction is a defining factor in determining whether a customer intends to revisit a destination or repeat a purchase (Kim,et al. 2011). It is also a central variable in consumer behavior research, due to its strong impact on customer loyalty and the intention to revisit a location (Kim et al., 2015). Customer Satisfaction represents a function of expectations and perceived product or service attributes. This is, in fact, an emotional reaction that appears when the perceived performance of a product or service exceeds expectations (Marinkovic et al., 2014).

Sweeney and Soutar (2001) showed that customer satisfaction is an emotional reaction to specific transactions that depend on the achievement of the expected products and services, on the correlation between predicted reactions and actual results. Literature indicates that tourists' perceived image is a significant indicator of satisfaction as well as post-visit behavioural intentions such as revisit intention (Leung et al. 2011). In the hotel industry, satisfaction plays a very vital role to make the visitors to have an intention to revisit. Campo, Garau, and Martinez (2010) carried out a research on the factors influencing repeat visitors to a destination in the island of Spain. Their results showed that overall satisfaction had the biggest influence on the tourist's decision of whether to revisit a destination.

The importance of understanding satisfaction is primarily based on its potential outcomes, such as: loyalty and commitment, word-of-mouth communication, complaining behaviour, and repurchase intentions. Satisfaction is created more from feelings-based criteria than from cognitive criteria, yet

it tends to relate as much to perceptions of the intermediate steps of personal exchange during the process of service delivery as it does to the actual results of the service interaction. A number of researchers in this domain have suggested there are several key antecedents of revisit intentions and theoretical and empirical findings are quite consistent in suggesting satisfaction is one that is positively related (Choo & Petrick 2014, González et al. 2007). High quality service produces higher levels of customer satisfaction, which in turn leads to higher levels of positive consumption behaviours, such as revisiting, positive word-of-mouth comment, and recommending a restaurant to others (Ha & Jang 2010). Service quality is one of the most influential elements for customer loyalty in terms of hotel choice. It is a significant component driving other loyalty related behaviours such as revisit intention, spreading of positive word-of-mouth, and willingness to recommend to others (Evanschitzky et al. 2006).

From the foregoing, we can hypothesise that;

H2: Service quality significantly affects guests' revisit intention to hotels in Port Harcourt, Nigeria

RESEARCH METHODOLOGY:

Research design: This current study adopted descriptive survey research design because data bothering on the perception, attitude and preferences of hotel guests were collected. Multiple regression analysis was the statistical tool used in testing the hypotheses.

Sample and data collection: The target population for study were current hotel guests of 5 selected hotels in Port Harcourt. With a large and unknown population, Freund and William's formula was used to determine the sample size with a resulting sample size of 150. A convenience sampling method was used to

gather data from the guests who were found lodging in the hotels during the period of questionnaire administration using a well-structured questionnaire. From the 150 questionnaires distributed, 111 were retrieved and they all proved useable and therefore subjected to data analysis.

Demographic Profile of Respondents: The information on gender revealed that (64) respondents (57.7%) were male while (47) respondents (42.3%) female. This implies that male respondents were of the majority. The information on age brackets of the respondents showed that 17 respondents (15.3%), were less than 20 years, 41 respondents (37%) were within 20–29 years, 42 respondents (37.8%) were within 30–39 years while 11 respondents (9.9%) were greater than 40 years. This information shows that majority of the respondents were within the ages of 30 – 39 years.

Information on the respondents' level of education showed that no formal education (NIL), FSLC (NIL), SSCE/GCE (13) (11.7%), ND (NIL), while HND/B.SC (55) (49.5%), MA/MS/MBA (37) (33.3%) and Ph.D (6) (5.4%). From the information it shows that respondents with HND/B.SC are of the majority. The analysis of the occupational status of respondents revealed the following: 36 respondents (36%) were workers, 46(46%) were businessmen/women while 18 respondents (18%) were Students. This information implies that majority of the respondents were businessmen/women.

Measurement Instrument and Questionnaire design

Extant literature provided all the sources of items used in the study as follows: physical environment (Ryu , Lee & Kim, 2012; Han & Ryu (2009) and service quality (Ryu , et al 2012, Liu and Jang (2009). The items used for

revisit intention were adapted from Ryu , et al (2012), Lim (2010) and Namkung and Jung (2007). All measurement items used in expressing the degree of agreement were measured on a five-point Likert-type scale anchored by: Strongly Disagree [SD](1), Disagree [D](2), Agree [A](3), Agree fairly strongly(4) and Strongly Agree [SA](5).

RESEARCH RESULTS:

Reliability Analysis:

Table1 Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .991 | .993 | 16 |

The 16-item research instrument was subjected to a reliability test using Cronbach Alpha. As shown in Table 1, the value of the Cronbach Alpha is .99 which suggest very good internal consistency. As suggested by Nunnally and Bernstein (1994) the threshold value is .7. this implies that the measuring instrument could be very helpful and applicable in measuring opinions of customers of hotels concerning the effect of physical environment and service quality on their intention to revisit the bars.

Discriminant Validity:

Table 2 Correlation Matrix

| | Physical Environment | Service Quality | Guest Revisit Intention |
|-------------------------|----------------------|-----------------|-------------------------|
| Physical Environment | 1.000 | .923 | .858 |
| Service Quality | .923 | 1.000 | .849 |
| Guest Revisit Intention | .858 | .849 | 1.000 |

The discriminant validity of the study instrument was determined using correlation matrix. From the result obtained, the discriminant validity is confirmed because as suggested by Fornell and Larker (1981) discriminate validity occurs if all the diagonal

elements are higher than all the off-diagonal elements in their columns and rows.

Sampling Adequacy:

Table 3 KMO and Bartlett's Test

| | |
|--|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .941 |
| Approx. Chi-Square | 4119.441 |
| Bartlett's Test of Sphericity Df | 120 |
| Sig. | .000 |

Exploratory Factor Analysis (EFA) was performed on 16 exploratory items of physical environment and service quality and revisit intention as specified in the study model. As shown in Table 3, Bartlett's test of sphericity is significant at $p < .000$ and KMO measure of sampling adequacy is .941. The value is greater than 0.5 which was suggested as a minimum level by Kasser (as cited in Wong & Musa 2010, p. 3417).

DATA ANALYSES:

To ascertain the effect of physical environment and service quality on guests' revisit intention, the two hypothesized relationships were subjected to statistical analysis using Multiple regression analysis.

Table 4 Multiple Regression analysis showing the effect of physical environment and service quality on hotel guests' revisit intention.

Table 4 Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .871 ^a | .758 | .754 | .67642 |

a. Predictors: (Constant), Service Quality, Physical Environment

Table 5 ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|---------|-------------------|
| 1 Regression | 154.820 | 2 | 77.410 | 169.188 | .000 ^b |
| Residual | 49.414 | 108 | .458 | | |
| Total | 204.234 | 110 | | | |

a. Dependent Variable: Guest Revisit Intention

b. Predictors: (Constant), Service Quality, Physical Environment

Table 6 Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .185 | .327 | | .564 | .574 |
| 1 Physical Environment | .520 | .127 | .503 | 4.081 | .000 |
| Service Quality | .523 | .168 | .385 | 3.120 | .002 |

a. Dependent Variable: Guest Revisit Intention

Multiple Regression Analysis:

Table 5 and 6 shows the SPSS output of the multiple regression analysis which reveals the un-standardized beta (β) of physical environment, and service quality as: ($\beta = 0.520$), and ($\beta = 0.523$) respectively, while value of R square = 0.758, F = 169.188 & $p=0.000 < 0.05$. This specifies that physical environment, and service quality of the hotels explains 75.8% variation in revisit intention to hotels, in Port Harcourt, Nigeria. The result of the regression analysis shows that the two marketing attributes of the hotels in influencing their customers' behavioural intentions (guests' revisit intention) made significant contribution to explaining the dependent variable (see Table 5 and 6). The two significant factors are: bar environment, $\beta = 0.520$, $p=0.000 < 0.05$) and service quality $\beta = 0.523$, $p=0.002 < 0.05$) considering their respective degrees of contribution.

This implies that all the variables made positive and significant unique contribution to the equation.

Therefore the model can be written as:

$$\text{Guests' Revisit Intention} = 0.522(\text{BE}) + 0.523(\text{SQ}) + 185$$

The model suggest that by associating any of the two marketing attributes of hotels the empirical model can increase the level of guests' intention to revisit the hotels when other factors remain constant. Accordingly therefore, changes in physical environment and service of each hotel o brand can have the

biggest influence on level of guests' intention to revisit the hotels for patronage.

Testing of hypotheses 1 and 2:

Decision Rule :

If $PV < 0.05$ = Hypothesis is supported
 If $PV > 0.05$ = Hypothesis is not supported

Hypothesis one: The outcome of analysis show that physical environment had significant effect on guests' revisit intentions to the hotels ($\beta = 0.522$, $p=0.000 < 0.05$).

Hypothesis two: The result of analysis show that service quality had significant effect on guests' revisit intentions to the hotels ($\beta = 0.523$, $p=0.002 < 0.05$).

DISCUSSION OF RESULTS:

Hypothesis 1 showed a significant effect of physical environment on guests' revisit intentions to the hotels ($\beta = 0.522$, $p=0.000 < 0.05$). Therefore, H1 is supported. This finding is consistent with the findings of Chen and Hsieh(2011).

Hypothesis 2 posited a significant effect of service quality on guests' revisit intentions to the hotels. With $\beta = 0.523$, $p=0.002 < 0.05$, the effect is significant. Hypothesis two (H2) is supported because the result is consistent its prediction. This implies that a higher level of service quality provided by hotels is associated with a high propensity by guests to revisit the hotels for patronage. This finding is consistent with the finding of Lee, et al 2004, Kim, et al, 2015,

CONCLUSION:

The empirical study investigated the effect of physical environment and service

quality on the revisit intentions of hotel guests in Port Harcourt. To test the hypotheses, data were collected from current guests of the hotels that were lodging in the hotels at the time of questionnaire administration at the Garden City of Port Harcourt. The empirical results supported the two posited research hypotheses significantly.

An important finding of the study is the fact that the physical environment and service quality have the same strong and significant effect on guests' intention to revisit the hotels at $\beta = 0.520$) and service quality $\beta = 0.523$). The reason may not be far-fetched, because for an average hotel establishment, the guests expects a conducive, relaxed and beautiful environment as well as an improved service quality level.

In conclusion therefore, the outcome of the research indicates that the hotels' physical environment and service quality constitute important determinants of guests' behavioural intentions such as revisiting the hotels for lodging purposes. The research therefore has both academic and practitioner implications.

Implications of the Study:

The current study is an attempt to investigate the influence of hotel physical environment and service quality as a predictor of guests' behavioural intention in terms of revisit intentions. To a large extent, the findings provides very useful implications to both practitioners and academicians.

On the academic side, this current study contributes significantly to the hotel brand management literature by systematically exploring the effect of two important marketing attributes (physical environment and service quality) on guests' behavioural intentions with respect to revisit intentions. Therefore, the findings of this study provides tentative support to the proposition that hotels'

physical environment and service quality should be recognized as significant antecedents for gaining and sustaining positive guests' revisit intentions in hotels in Nigeria.

On the practitioners' side, the significant influence of physical environment and service quality in an equal proportion ($\beta = 0.520$; $\beta = 0.523$) in Nigeria is highlighted. Certainly, hoteliers can benefit from the implications of the findings of this current study. For instance, given the robust effect of physical environment and service quality on guests' revisit intentions, hoteliers ought to pay attention to both physical environment and service quality. For example, hoteliers in the hospitality industry should utilise their resources to develop capabilities on cosy hotel physical environment in terms of ambient conditions, spatial layout, signs, symbols and artefacts, and service quality. This has the capacity to further tangibilise the hotel attributes with the possibility of enhancing guest satisfaction which could promote guests' revisit intentions.

Limitations and Future Research:

The limiting of the sample unit for this study to Nigerians alone may hinder the quest to generalize the research findings. Further research should involve tourists/visitors who visit Rivers State from foreign countries.

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