

CUSTOMER PERCEIVED VALUE AND CUSTOMER SATISFACTION OF HOTELS IN PORT HARCOURT, NIGERIA

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ABSTRACT

The purpose of this study is to examine the relationship between customer perceived value and customer satisfaction of hotels in Port Harcourt, Nigeria. This research adopted the descriptive survey research design. A sample population of 342 staff from Ten (10) hotels registered with the Rivers State Ministry of Culture and Tourism were purposefully selected for this study. The Taro Yamen's formula for finite population was adopted to determine the sample size of 184. Spearman's rank order (ρ) correlation coefficient was utilized in testing the stated hypotheses with the aid of Statistical Package for Social Sciences (SPSS) version 22. The results of the study revealed a significant relationship between customer's perceived value and customer satisfaction and the study concluded that there is a strong relationship between customer perceived value and customer satisfaction of hotels in Port Harcourt, Nigeria. The study therefore recommends that marketers should realize perceived value as an effective driver of customer satisfaction and patronage. The study also recommends that firms should realize the dimensions of perceived value that drives customer satisfaction and emphasize on them.

KEYWORDS: *Customer Perceived Value, Customer Satisfaction, Relationship Value, Core Product Value, Repeat Purchase, Referral*

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