

## Value Creation and Customers Satisfaction: Tasks of Marketing in Hotel Industries in Asaba, Delta State

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Value creation and customers satisfaction: Tasks of marketing managers in hotel industries in Asaba, Delta, State. Value Creation is a manager and directors' strategy for realization of goals in their organizations. Value creation is pivotal for making business to sail to greater heights. Descriptive survey research design was adopted for the study. One research question guided the study. Population of the study is 5,000 which comprised 2000 males and 3000 female staffs of Elomaz Hotel. 20 male staffs each were selected from accounting and waiters and portal departments. On the other hand, 22 female staff were selected from advertisement, cooking and cleaning departments using stratified sampling technique, which gave a total sampling size of 126. Instrument used for data collection was a researcher developed questionnaire "titled value creation and customer satisfaction: Tasks of the marketing managers in Asaba Delt State, was used with four rating scale of strongly agree, agree, disagree and strongly disagree. Instrument for data collection was validated by two specialists from department of marketing and Business Education, Madonna University Okija campus, Anambra State. Cronbach alpha statistics was used to determine the reliability coefficient of the instrument at 0.78 and 0.97, which shows that the instrument was reliable for use in this study. A total of 126 questionnaires were administered to students with the help of two research assistants, and a total of 126 questionnaires were returned non- got missed. Mean scores were used to analyze the data. The finding from this study reveals that value creation encourages customers to return to hotels they have received their kind services thus, helping hotel organizations to create business legacies thus sailing in their goodwill. It was recommended from this study that hotel directors and managers should think out better hotel management strategy to keep their hotel business functional without hitches.

**Keywords:** Value Creation, Hotel Business, Concept of Hotel Business, Concept of value Creation.

### Introduction

No business can thrive in organizations with inadequate equipment, facilities, faulty machines and unskilled staff (Gilard 1984, & Fills, 2006). In the same vein, a well-planned, organized, directed, coordinated and controlled environment of business is a strong attraction to customers (Amaibe, 1988).

### Value Creation

creation is the process of procuring and managing resources of viable capacity to realize the set goals of an organization. Value making or creation in business organizations is benchmark for success of business

organizations. Many organizations have failed due to poor value creation in their businesses. Business of value creation hinged on use of best staff skills and material resources to realize set goals and create goodwill for an organization (Baumol, 2002). It revolves on creating endearing legacies that continues to crave customer's attention or indulgence to an organization. It is an organizational strategy geared towards providing essential services to customers. Value creation in hotel services is a systematic process of providing services to customers in a conducive hotel business environment.

## Hotel Business

In some organizations, like hotel organizations, value creation hinged on providing attractive services that welcomes and keeps staff steady in an organization. In this digital era of business competitions, it is the responsibility of hotel directors and managers to create different forms of services that attracts customers to their hotel services. Itinerary workers, travellers and pilgrimages may like to return to a hotel where they receive best care or attention in the past. In the same vein, they make withdraw from going to hotels where their services are very poor, unattractive or un-encouraging to patronize. Model hotel expectations in services have given rise to employment of best cooks, tailors, and barbers. In the same vein, model hotel services have paved way for innovations in hotel businesses to create customers relaxation and happiness thus, competing and showcasing new hotel business trends in line with conventional hotels in diasporas countries of the world (Harrison, 2008). In this period of value creation or ideation in hotel businesses, vast majority of directors and managers of hotel businesses have incorporated values that are distinct thus, creating customer's satisfactions and quest for more services of well-meaning hotels. Those services include: Hiring of comic relievers that keeps customers happy without thinking of going to bed at nights, creation of snooker playing beats or courts, mini foot- ball court, music rappers, shopping malls, swimming pools, hand ball game courts, bar stands, news- paper stand, club halls and creation of relation or

entertainment spaces for quitter and xylophone players.

No businessman will like his business to crush in friction or slumber. Setting up a business requires preparing enough grounds for financial and non- financial resources as motivators. Some hotels in the past decades ago have failed in their capacities due to finances and human capital developers. Those hotel businesses are not thinking of going forward because they have been overshadowed with innovations in hotel businesses. It is very saddening that those hotels do not have the financial where with all to cope or surmount the challenges from their competitors. Some of those hoteliers have resorted to mini hotel services to customers than crushing.

Production cannot be effective until the goods produced reaches the final consumers (Fryer, 1973). At the same time, service businesses may not wax strong unless there are channels for advertisement of their services. There are various means of advertisement. However, use of any advertisement channels depends on the financial capacity of an organization and the services that organization is oriented or will be known with, that warrant the advertisement (Maselman, 1977). Advertisement is embodiment of marketing. Advertising in whatever way or means, proceeded from marketing. Advertisement is the key for success of any business (Madu, 1985). Manufacturing and service businesses may be undermined because; they are deficient with good means of advertisement. Through effective marketing geared to public

advertisement, consumers may get to know the quality and quantity of goods produced.

## Statement of the Problem

Hotel business has existed from time immemorial. It adds more values to the beauty of a state. It has been a lucrative business vast majority of investors have been clamouring to have. It is very saddening that many hotel businesses have failed due to poor value creation that attract customers to their hotel businesses. Those poor value creation include Unhygienic hotel rooms, hotel environment. Other include poor services such as: Poor food services, lack of treatment health facilities, physical exercises facilities and equipment like snooker, handball, football and swimming pool courts. In the same vein, poor entertainment facilities have also, created dissertations of itinerary travellers and away from patronizing some hotels. Furthermore, some hotels may have all it takes to stand as hotel, but poor advertisement may retard their visibility. These are reasons why some hotels have crushed into business frictions.

## Concept of Hotel Business

Hotel business has been a lucrative business in Nigeria and in the whole world. The services hoteliers provide to pilgrims, itinerary workers or businessmen and women cannot be over emphasized. In this world of insecurity, hoteliers have beefed up security to protect their lodgers in their hotels. Benefits lodgers derives from protection of their lives in hotels cannot be quantified with the money they have paid for a lodge. A Nigerian business man who wanted to get London will

need a hotel to rest before carrying out his business. In this period of insecurity in high and low places, hotels have been serious life - saving homes for travellers. Many people have been killed harassed, while some have been charged and imprisoned because of wandering. Vast majority of services hoteliers provides to lodgers cannot be over emphasized. In this modern time, most hotels have stood as home for travellers. A well prepared articles of various kinds are bought and sold in hotels. Also, football games, clubs, bars and shows of different kinds are provided in many hotels in Nigeria. It is Saddening that some hoteliers do not provide effective services that do not attract their customers. Some hoteliers do not keep their hotels neat according to the taste or expectation of travellers or businesses men. These have hampered effective hotel management and loss of patronization by travelling businessmen in many hotels especially in Asaba Delta state.

In any production and service-oriented organizations, consumers are the people to give testimony about the quality of the products of that company or factory. A well-coordinated organizations whether service or production-oriented businesses is a road map to achievement of greater heights in business.

## Concept of Value Creation

From time immemorial, effective business wings are determined by the values created on goods produced and services rendered (Nammers, 1994 Christian, 2025). Value creation on goods or services is important for growth and development of

organizations. Value creation on goods produced or service to render to customers is outstanding in creating producers and service-oriented businesses visibility (Adrika et al, 2012) Poor value creation on goods or services leads to business failure (Agu et al, 2012). Effective production of consumer goods, hinged on quality packaging, colouring and good taste archived to goods(Lawal, 1993). On the other hand, many service organizations have failed due to their inability to carve niches on effective service delivery. Instrument for effective value creation is hinged on the level of branding, rebranding, advertisement, manageable price placed on goods and services. It involves the ability of middlemen in creating awareness on goods and services of an organization (Mathew, 2002).

### Mary Parcker Follet Theory

Mary Parker Follet propounded human relation theory in (1950). Mary Parker Follet was of the view that team leadership or team building is the basis for actualizing organizational goals. This theory was of the view that organization will start actualizing its goals when there is effective staff participation in decision making. Mary stated that administrators should exercise group authority, effective staff communication and feedback devoid of division or subordination of the general goals of organization. The relationship of this theory to this present study hinged on the fact that group participation creates vision and leads to realization of goals. On the other hand, lack of team building

causes division, conflicts and poor realization of goals.

### Methods

**Value creation and customers satisfaction: Tasks of marketing managers in hotel industries in Asaba, Delta, State.** Value Creation is a manager and directors strategy for realization of goals in their organizations. Value creation is pivotal for making business to sail to greater heights. Descriptive survey research design was adopted for the study. One research question guided the study. Population of the study is 5,000 which comprised 2000 males and 3000 female staffs of Elomaz Hotel. 20 male staffs each were selected from accounting, waiters and portal departments. On the other hand, 22 female staff were selected from advertisement, cooking and cleaning departments using stratified sampling technique, which gave a total sampling size of 126. Instrument used for data collection was a researcher developed questionnaire “titled value creation and customer satisfaction: Tasks of the marketing managers in Asaba Delt State, was used with four rating scale of strongly agree, agree, disagree and strongly disagree. Instrument for data collection was validated by two specialists from department of marketing and Business Education, Madonna University Okija campus, Anambra State. Cronbach alpha statistics was used to determine the reliability coefficient of the instrument at 0.78 and 0.97, which shows that the instrument was reliable for use in this study. A total of 126 questionnaires were administered to students with the help of two research assistants, and a total of 126

questionnaires were returned non- got missed. Mean scores were used to analyze the data.

## Results

### Research Question one

What is that new innovation that add values to hotel business in Asaba, Delta State?

Item Statement	Mean	Decision	Mean	Decision
<b>SN</b>				
1. Good security creates Values to hotel business.	2.60	Agree	2.70	Agree
2. Good courtesy portrayed by staff of hotels to customer gives room for customers patronization.	2.80	Agree	2.80	Agree
3. Attractive delicacies foods prepared by a hotel to customers gives room for customers to patronize the hotel.	2.60	Agree	2.70	Agree
4. Health treatment facilities in hotel attracts customers to that hotel.	2.70	Agree	2.80	Agree
5. Physical exercise facilities In a hotel attracts customers To that hotel.	2.70	Agree	2.60	Agree
6. Hygienic condition of a hotel creates customers satisfaction from a particular hotel.	2.90	Agree	2.70	Agree
7. A designed hotel building attracts customers to that hotel.	2.70	Agree	2.90	Agree

### Test of Mean Scores

In the table above, mean scores of generated were 2.60, 2.70, 2.80 and 2.90. Since the mean scores are above the decision rule of 2.50. These reveals that value creation is a strong basis for building effective customers satisfaction in hotel business in Asaba Delta State.

### Discussion of Findings

The findings of this study revealed that value creation hinged on use of best staff skills and material resources to realize set goals thus, creating goodwill for an organizational success (Baumol, 2002).

(Harrison, 2008) identified that innovations in hotel business create customers relaxation and happiness thus, showcasing hotel business trends comparable with conventional hotels in diasporas countries of the world.

Advertisement is the key to success of hotel business in conducive business environment (Madu, 1985), opined that advertisement is the key for success of any business.

### Recommendations

1. Advertising is a strong force to the success of any business. Managers should make use of advertising to actualize their business goals.
2. Financial and non-financial resources are the foothold of business. Managers and directors of businesses should ensure funding of their businesses to realize the goals expected from their business.

### Conclusion

Effective value creation is a benchmark for realization of business goals. This is the time for managers to embrace the course of value creation. This will enable managers to meet up with global demands in business.

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