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**THE MARKETING MIX AND CUSTOMER SATISFACTION IN HOTEL
ENTERPRISES: A CASE STUDY OF JINJA NILE RESORT HOTEL**

BY

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**A DISSERTATION SUBMITTED TO AGRICULTURE AND ENVIRONMENTAL
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DECLARATION

I **KYOZIRA AGATHA** hereby declare that this is my original work and that it has not been submitted for any academic award or examination in any university or college.

Signed
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Date 1st October 2019

APPROVAL

This is to certify that this research report has been submitted as partial fulfillment for the award of a Bachelors degree in tourism with my approval as the University appointed supervisor.

Signed 

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Date 1/10/2019

DEDICATION

This work is dedicated to my mother Ms. Florence Mbalya. Your inspiration, love and kindness during my childhood continues to propel me to great echelons of academic strata.

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ABSTRACT

This dissertation is aimed at discovering the impacts of traditional marketing mix elements on customer satisfaction in a hotel enterprise with a case study of Jinja Nile Resort hotel. In this case the traditional elements include product, price, place and promotion.

To gain productive beneficial results, qualitative method was adopted to gain an in-depth understanding of findings to suit the study. Tools such as secondary data from books and articles from journals were used. Additionally, it included the researcher visiting the study hotel to analyse the environment. The visit included studying the attributes of the four traditional marketing mix elements that are present at Jinja Nile Resort hotel on which questions used the questionnaire survey were based on in order to obtain accurate data.

The findings of the study were based on the four specific objectives. Results indicate that all the four traditional marketing mix elements impact on the degree of satisfaction of customers at the hotel. However, the place is the highest determinant of customer satisfaction as it had the highest total mean score as per the study. The respondents at the hotel also ranked suggestions that would be the best attributes to enhance their level of customer satisfaction based on the alternatives given by the research. Accessibility to the hotel was ranked high as a greater attribute to enhance customer satisfaction.

A cross tabulation of respondents of employment status with the attributes of the four marketing mix elements provided a deeper understanding of what particular attributes of the four elements respondents considered to be of a greater influence to the degree of their satisfaction towards the product offerings at the hotel.

CHAPTER ONE

INTRODUCTION

1.1 Background

Traditionally, hotels have been known for providing basic hospitality services and products in the form of shelter and food although with a producer oriented approach of product development. However with the increasing competition within the hotel industry arising from the increasing bargaining power of quality sensitive and selective consumers associated with the increasing consumer knowledge, and the availability of alternative and substitute products and their suppliers, most hotel firms' management have shifted their product and service development aspects to a more customer-oriented approach. An approach that has seen the development of personalized customer hospitality service suiting customer interests. (Al-Debi, 2014).

Literature resonating with firm management suggests that a firm's performance such as profitability which is often regarded as one of the prime managerial objectives is significantly influenced by its conduct thus the Structure- conduct – performance concept. Both theoretical and empirical studies further allude to profitability as an economic function of product unit price and product quantities consumed. Theories in social market economies of planned behavior and social exchange theory seem to point to customer or consumer behavior, loyalty and expectations as influential in their economic transactions and these, therefore, have a direct influence on the profitability of any firm. For example, the social exchange theory suggests that parties engaged in any economic transaction will exchange value for value and thus customers will offer money for a quality service. The theory of planned behavior however suggests that product purchase and consumption are from a rather rigorously planned behavior by consumers. Studies within the product and service marketing domain within highly competitive industries further suggest that repeat purchases are more likely to result from highly stratified consumers. To realize effective customer satisfaction in the hotel industry, hotel firms have resorted to conducting a highly premeditated marketing mix for their service and product offerings for their target markets. Although traditionally a marketing mix has been regarded as a critical blend among the traditional Ps or elements inclusive of the Price, Product, Promotion, and Place that have been aimed at meeting the customers' respective 4C's inclusive of cost, customer solution

communication, and convenience, this marketing mix has been adjusted to incorporate another three elements inclusive of people, process and physical evidence as elements that influence consumer satisfaction and thus their behavior and loyalty to a product offering and its vendors.

Studies of human behavior seem to suggest that different individuals respond differently to different stimuli. This is however attributed to the variance in human perception and attitude towards the same phenomenon. In relation to such, different consumers perceive the effect of the different marketing mix elements differently and thus a different attitude. Therefore no single marketing mix element can influence a common customer response pattern in the industry and therefore a one-fit-for-all approach of a marketing mix can not be developed for the whole industry thus at a macro-level. However, this influence can be studied at a micro-level. Therefore it is against this background that this mixed-methods case study research intends to study the impact of the traditional marketing mix on customer satisfaction at a micro-level and a case of Jinja Nile resort.

1.2 Problem Statement

In the hospitality sector, the marketing mix is not possible to be separated from customer satisfaction. In order to maximize the market share of hotels in Uganda generally Jinja Nile Resort, there is a need to evaluate customer satisfaction with the marketing mix and its effect on Hotels. Though the prior researches have made the large number of contributions to develop the linkage between marketing mix and customer satisfaction, the present study may make further addition by understanding the linkage between them in Ugandan Hotels generally and Jinja Nile Resort hotel in particular

1.3 Objectives of the study

1.3.1 General objective

To examine the impacts of the traditional marketing mix on customer satisfaction among hotel customers at Jinja Nile resort hotel.

1.3.2 Specific objectives

To examine the impact of the hotel product on customer satisfaction at Jinja Nile Resort Hotel.

To examine the impact of the product--price on customer satisfaction at Jinja Nile Resort Hotel.

To examine the impact of place on customer satisfaction at Jinja Nile Resort Hotel.

To examine the impact of promotion on customer satisfaction at Jinja Nile Resort Hotel.

1.4 Research Questions

To what extent have products sold at Jinja Nile Resort Hotel impacted customer satisfaction at Jinja Nile Resort Hotel.?

How has the price of products impacted customer satisfaction at Jinja Nile Resort hotel?

How does place impact on customer satisfaction at Jinja Nile Resort hotel?

To what extent has promotion impacted customer satisfaction at Jinja Nile Resort Hotel?

1.5 Scope of the Study

1.5.1 Content Scope

The aim of the study is to assess the impacts of a traditional marketing mix on customer satisfaction at Jinja Nile resort hotel. Other variables will not be considered in explaining the relationship between the marketing mix and customer satisfaction. For the dependent variables, customer satisfaction was under investigation. For the independent variable, marketing mix (the 7Ps which include product, price, place, promotion, people, physical evidence and process) was under investigation.

1.5.2 Geographical Scope

The study was conducted at Jinja Nile resort hotel, Jinja District, Uganda which is located in Jinja, on the banks of the river Nile.

1.5.3 Time Scope

The study was undertaken in the months of April and May 2019.

1.6 Significance of the Study

The findings of this study would give profound empirical evidence on the impacts of the traditional marketing mix and customer satisfaction in a hotel enterprise. Also, this study will investigate the factors that influence hotel guests' satisfaction in Jinja Nile resort hotels. At first, by investigating the connection between every component in 7Ps marketing mix and customer satisfaction, it would be well-defined that every of the Ps service marketing mix theory has more impact on the satisfaction of the hotel guests.

Secondly, the significance of this study is that there are some general studies evaluating the effect of all 7Ps of marketing mix on customer satisfaction and most of the studies investigated the effects of only some attributes or 4Ps of the marketing mix (product, price, place, and promotion) on customer satisfaction.

The purpose of this study is to investigate the level of satisfaction of guests in Jinja Nile resort hotel. In addition, besides identifying the relationship between marketing mixes and customer satisfaction, the study will investigate the most important components of the marketing mix in Jinja Nile resort hotel. However, any differences in levels of customer satisfaction based on the purpose of travel, the type of travel and country of origin are considered.

1.7 Key Definition of Terms

Hospitality enterprise: a venture that offers friendly and generous reception, entertainment, food and beverage services, and accommodation services to visitors or strangers at a cost with an aim of making profits.

Marketing mix-combinations of the 7ps that can be controlled by an enterprise to influence consumers to purchase its products.

Price: Amount a customer pays for a product in monetary value.

Place: area in which a hospitality enterprise is located.

Product: the goods or services purchased at the hospitality enterprise.

Customer: the actual person that purchases a product from the hospitality enterprise.

Satisfaction: meeting customer's expectations or exceeding expectations.

Customer satisfaction: the measure of how a product provided by the hospitality enterprise meets or surpasses customer expectations.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter of the study involves a critical review of both theoretical and empirical studies about the marketing mix and its elements, customer satisfaction and the impacts of traditional elements of the marketing mix on customer satisfaction.

2.1 Concept of the traditional marketing mix

Marketing is a set of steps that deliver value that could be remembered by customers and can create a relationship with customers as well as providing benefits to the organization (Armstrong & Kotler, 2011).

There are four Ps of traditional marketing mix which include product place, price, and promotion and these were the main research factors for the study. However, there have been further elements found in the literature. Few authors have identified processes, people and physical evidence as elements of the marketing mix in addition to four elements discussed earlier. These 7Ps of marketing mix have been considered to have a significant impact on marketing for firms that are engaged in providing service to customers (Borden, 1984; Addmour and Ayish, 2005).

For creating and implementing marketing strategies, marketing mix model is used organizational and consumer objectives are achieved by laying down the stress on the blending of various factors. And elements of the marketing mix are known as marketing tactics also namely product, price, place, promotion. In 1964, this model is introduced by Neil Borden who started using this phrase in 1949. Marketers should consider their target market while blending the mix elements. For formulating and implementing better market strategies and plan marketers firstly must know about the wants and preferences of their target customers and then make use of appropriate marketing mix to satisfy those wants and preferences.

Bay, Petrizzi, and Gill (2008) confirmed that when an organization applied marketing mix in their business, it will help them to increase the sales and profits of their organization, hence, achieving their marketing level. Elements in the marketing mix, namely product, price, place, and promotion (4P's) are the controllable tools that will reflect customer satisfaction (Shankar & Chin, 2011). A clear understanding of elements in the marketing mix will help business

providers to influence potential and current customers to continue doing business and become loyal customers.

2.1.1 Product

In the service industry, the product is highly intangible in nature and therefore more of an experience. They cannot be measured like physical products. The tourism industry can be an ideal example of a product in service marketing mix. Kotler and Armstrong (2010) define the product as anything which is offered to a market to attend, acquire, use or consume and it may satisfy the consumers. Product attributes are factors that can increase customer satisfaction and loyalty and features that can attract customers. The attributes inherent in the product usually illustrate the seller's perspective [Kotler, 2008]. These attributes in this context are taste, quality, quantity, product design, packaging and product variety at the hotel. The characteristics of tourism products are nicely explained by Chris et al., (2006) who define the tourist products as opportunities in the market by recipients of the tourist market and its role to support the sustainable tourism design process. They further explain if the design of the elevation of the destination is viable, it must consist three factors namely climate, taverns-restaurants and parking areas. Another study on tourist destination management reveals that two factors including innovative and well-coordinated tourism products are considered to be very important for tourism areas (Ljiljana et al 2009).

2.1.2 Price

The amount paid for the product is known as its price in its general sense. According to Adam Smith, "Value for Exchange" is known as price. While in marketing perspective "The amount of money charged for a product or services, or the sum of the values that consumers can exchange for the benefits of having or using the product or services" [Kotler and Armstrong, 2004].

Pricing products is relatively considered better than pricing services. However, the right decisions are well supported to trade for organizations through taking a good pricing policy (Consuegra et al, 2007). In order to encourage suppliers for tourism services, the pricing strategy should be well supported by the production cost side (Kotler and Armstrong, 2010). It is known as an important aspect for the business firm to generate revenue and profitability. In Business to

Business (B2B) marketing, total cost of ownership includes in the price. The total price of ownership comprised of installation and other products which are required to deliver a complete functional solution. According to the stage of product life cycle, price should be first decided for the target customers thereafter developing the features which suit that price. list of products on the menu, discounts, payment period, means of payment and option for either order with cash or pay after consumption are the major attributes that makeup price in hotel enterprises.

2.1.3 Place

Places help to identify the right service. Place plays a significant role in the tourism field, hotels in particular and it also provides some principles in combination with other factors for people to make the decision to choose a hotel's services (Kotler and Armstrong, 2010). The place can include attributes such as time and distance taken to reach the enterprise. Transport facility is another important determinant in development of services whereas infrastructure, security and social factors are also considered to play a positive role in progression of hotel industry (Musa, 2011). Customers also look for particular attributes of a place such as ambiance, architecture, natural environment, location, assortment and channels of distribution of the place before consumption.

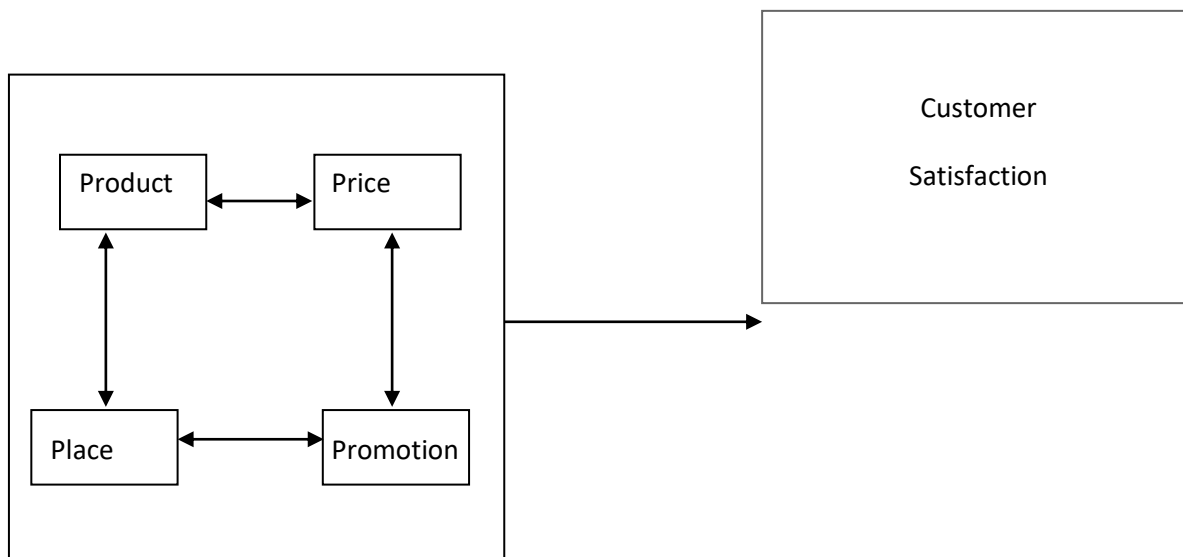
Inconvenience to the customer leads to dissatisfaction among the customers which further influences the organization negatively. So, to keep the customers in their comfort zone provide them goods on the more relevant place suit them to create satisfaction among them. It is also helpful in increasing the sales of the firm as well. In short, provide goods at a place with various benefits like easy approach, less transportation cost and less time consumption (Bearden, 1993).

2.1.4 Promotion

Promotion is an important component of service marketing mix covering aspects of personal selling, public relations and direct marketing instruments used by the organization for advertisement and marketing. Marketers sell products by doing analysis and predict the market. Various aspects of marketing communication are represented by the promotion under the context of marketing mix to attain the goal of generating a positive customer response, communicate the information about the product to the customers. Promotion is a very wide term including all the communications that a marketer may insert in the market place (Gupta and Satish, 2002).

however, in the hotel industry, attributes of promotion such as sales promotion that is to say offers like bucket night, buy one get one and so on, public relations, persuasive advertisements, and direct marketing by using the mailing system, phone calls and physical contact are a great deal.

Figure 1 Conceptual framework of the traditional marketing mix and customer satisfaction



2.1.5 People

Though people are not considered as an essential marketing mix element, they play an important role in human resources in the field of tourism marketing and looking for quality sightseeing and personal buying in the hospitality sector (Kotler and Armstrong (2010).

2.1.6 Process

Process means a mix of tourism wellness procedures and schedules of activities and routine work. The element of the process of the service marketing mix is an essential element within the entire service marketing strategy. Kannan&Srinivasan (2009) explains that tourism marketing includes planning a trip, location, plane tour, maps, tourism attraction, meals, souvenirs and momentous.

However, in the hospitality world, this entails the procedure of food preparation, service delivery procedure and so on.

2.1.7 Physical evidence

Physical evidence is related to place, décor, people and everything else in the hotel which may relate to the experience. For instance, the color of the hotel and ambiance reflect the nature of the hotel whether its majorly business hotel or relaxation. Customers carry beautiful memories about the hotel due to the above physical evidence besides other factors such as transport facilities, markets and the behavior of the local people towards tourists.

2.2 Customer Satisfaction

Customer satisfaction in Marketing is said to be a social and managerial process providing individuals and groups with the things they need and want by creating, offering and exchanging value products (Kotler and Armstrong, 2010). Customer satisfaction means that the customers' feelings about their expressed demands or expectations have been fulfilled. According to Goodman (2009, 22), "customer satisfaction is complicated to define because normally it is extenuated by expectation. Customers wasatisfied if the product or service meets their expectations." On the other hand, if the product or service is below their expectation, the customer wasdissatisfied (Schmitt 2003, 13) Satisfaction is also the feedback that is given by the customers about the product or service quality and assessment of the products or services themselves. It is a certain psychological experience that shows customers' happiness of their consumer behavior. As a general principle, an organization' s success is affected by the level of consumer satisfaction of its demand. It is a great challenge for any organization to achieve highest possible level of consumer' satisfaction.

Hill et al (2007)conclude that customer satisfaction or dissatisfaction is based on the experience and feel that the customer felt through contact with an enterprise. Grigoroudis and Siskos (2010)add some definitions which show the main points between satisfaction as an outcome and satisfaction as a process. So in theory, it is easy to describe customer satisfaction on services: if the service does not meet expectations, the customer is disappointed, but if the service meets the requirements of the customer or exceeds all the expectations, then the customer is very happy.

There is a relationship with nature between satisfaction and loyalty that has been studied by many researchers and was confirmed that customer satisfaction is the mediating variable that might change the customers, whether they will become loyal or not (Patterson, Johnson & Spreng, 1997; Bennett & Rundle-Thiele, 2004). Previous studies have also found that one of the major determinants of customer loyalty is customer satisfaction which is in every business and market; customers need to be satisfied before they can become loyal (Parasuraman, Zeithaml & Berry, 1988; Lin & Wang, 2006).

Customer satisfaction is an erratic element; one certain product or service may satisfy a customer but may not satisfy another customer. Therefore, in order to increase the customer's satisfaction to the maximum, the factors which may influence customer satisfaction must be understood properly.

The concept of customer satisfaction was first introduced by Cardozo (1965), he indicates that consumer behavior was produced again and will not change to another product or service by increasing their satisfaction. However, the definition of customer satisfaction can be broadly fitted into two categories.

Customer satisfaction is defined based on behavior during the consumption process in the first category. This definition is made from the behavior of the customer's point of view. It is considered that customer satisfaction as feedback for a certain behavior during the buying behavior. It lays emphasis on the communication skills between customers and employees. It is believed that the behavior of the employees who can sell directly or indirectly to the customers can influence the buyer's decision. More specifically, satisfaction is the ability of customers to judge if it is reasonable for the paid price compared with the gained benefit. Westbrook (1983) emphasizes that "customer satisfaction is the statue of emotional response." More specifically, what a customer can feel about the benefit of a product or service, the customer is willing to pay for the price and can tolerate the rising price. Wilton (1988) defines customer satisfaction as a judgment for the difference between the quality of the product or service and the customer's own expectation.

Customer satisfaction is defined based on the feeling after the consumption behavior in the second category. According to this argument, customer satisfaction is an overall appraisal of the

consumption experience. It is a positive evaluation after consumption behavior. It may be an evaluation either for the process of consumption or the result of the consumption. “ Customer satisfaction is an expression of the overall attitude created after consumption behavior. It can reflect the dislike-ability or likability of the product or service.

Meanwhile, as Hill et al (2007) cited in their book, perhaps the clearest and best definition was told by American marketing expert Philip Kotler: "if the service meets the other expectations of the customer is satisfied and if exceeding the expectations if the customer remaining highly satisfied, while if the result does not meet expectations of customer is dissatisfied."

However, the authors consider that customer satisfaction is in no way be confused with the quality of service. First of all, customer satisfaction is a broader concept than service quality. Secondly, the service must be tested to give a final opinion on it. For example, it is possible that some people form an opinion about the hotel's service quality, staff, work and so on from advertising, the reputation of communication. However, in this case, it is impossible to form a satisfaction or dissatisfaction with the hotel services in their own field of testing. Third, customer satisfaction is a much more subjective and emotion-based phenomenon than service quality.

2.3 Effects of the marketing mix on customer satisfaction

According to the Islamic perspective, products or services can influence customer satisfaction through five principles, namely lawfulness, purity, deliverability, precise determination, and cleanliness. The first principle, namely that the product should be lawful, should not cause dullness of mind and lead to the customer's dissatisfaction with the product or service. The second principle, where the product must be pure, must have high-quality features, therefore satisfying the customer's' expectations. The third principle, the deliverability of the product, encompasses whether or not the product is deliverable. This can include promising the notion of birds in the sky, fish in the sea, etc. that the seller cannot produce, then the seller must not attempt to sell it to the customer. The fourth principle, precise determination, encompasses the exact quantity and quality of the product. The seller must be able to inform the buyer about the actual portion of the product. The fifth and final principle is in regards to the product' s cleanliness. Unclean products (i.e., items that include dog, pig, unclean garments, etc.) must not be sold to customers. Clean products motivate customers to be loyal and satisfied with a

particular product, and therefore with the company. In addition, the production process should be permissible **and pure** in that it should ensure that the ingredients have been taken/extracted/obtained from lawful sources, to the extent that it is free from any harmful consequences (Saeed et al., 2001).

Customer satisfaction can be increased through product differentiation. If the firms produce a variety of products based on customer needs, then customers can get the privilege of choosing from the many options. Moreover, if the company can improve the product quality but sell at the same price and conduct business following Islamic shariah laws (free from harmful and unethical practices), then the customer would be satisfied, and therefore motivated, to buy the same product or brand again and again from the one seller.

According to Hallowell (1996), service management literature suggests that the customer's perception of the value received would influence customer satisfaction. Moreover, Anderson et al. (1994) suggest that customer satisfaction is a function of quality, price, and expectations.

It is important for a firm to satisfy its customers. After having satisfied the customers, the firm can rely on this type of customer basis to improve its profitability. Anderson et al. (1994) suggest that loyal customers would stabilize the cash flow of a firm. They give the example of three colleagues who frequently buy their meals in a restaurant near their office. Let's say, the average price of a meal is \$6 and they visit the restaurant three times a week, given those conditions, the restaurant can earn \$2,700 annual revenue. If the restaurant has another one hundred loyal customers with similar buying behavior, the restaurant would have annual revenue of \$90,000. With that in mind, loyal customers are the main source of revenue for a company. Hence the company needs to retain them to ensure its sustainability.

With regard to pricing a product, a company or marketing manager needs to consider not only costs of production but also the customer perception of the value of the product (Hanna and Dodge, 1995). Before deciding to buy a product or service, customers have the expectation in mind regarding the specifications, quality, value, and price of the product or service. If their expectations meet the reality of the product or service encountered, they would be satisfied. Furthermore, if the trend of satisfaction among customers keeps improving, then the company would be expecting customer loyalty. Loyal customers would benefit the company in the long

run. According to Anderson et al. (1994), customer satisfaction positively affects the profitability (return on investment) of the company in future periods. Moreover, given the long-run nature of customer satisfaction and quality, any funds allocated to improve them should be treated as investments instead of expenses. 3

Customer satisfaction should be regarded as one of the main objectives of a company. Meeting this condition would provide a basis for customer loyalty which would benefit the company in the long run. With respect to pricing decisions, the customers do not solely want cheaper prices, what they want is the value of the products or services equal to their expectations.

Distribution channels are very important for customer satisfaction and retention as it is the vehicle that connects the products and services from the producer to the customers. However, ethically, the principles of Islamic marketing discourage anything that will bring discomfort for customers and in terms of distributing products to customers, it ought to create value and improve the standard of living of the people. All the elements of the marketing mix are inter-related; thus, when the product produced is not pure or ethically unfit for consumption or use, it must not be distributed to customers. If the product is Halal but priced too high for customers to buy, it must not be distributed for sale. In addition, if the product is full of deceit (promoted wrongly), it does not uplift the moral standard, and as such, it should not be distributed to customers. Islamic marketers are obliged to understand and project themselves in a fair and upright manner as well as Islamic distributors.

Arham (2010) mentioned that customer satisfaction is arguably the “ key to sustainable business development” . He also added that from learning how the Prophet (SWS) conducted his selling techniques, such as not concealing anything from his buyers, it can be concluded that Islam regards customer satisfaction highly (Arham, 2010). Being able to deliver promises made during promotion, whether it is through direct selling, advertising, sales promotion, or any of the methods, is very important. Not being able to deliver promises made would decrease customer satisfaction in one's business. Providing customers with honesty, transparency, truthfulness, sincerity and all the Islamic ethical values encompassed in the promotional techniques, would definitely increase customer satisfaction, which would most likely enhance customer loyalty. Thus implementing Islamic marketing in one's promotional activities can serve as a competitive

advantage for one firm, as opposed to the widely practiced conventional methods of promotion where various ethical aspects are questionable.

2.4. Conceptual framework of the marketing mix in the service industry

In literature, there are numerous writings that encourage managers to use marketing mix models to guide their decision making. The classical marketing model known as the 4Ps is the cornerstone of any marketing activity. The known form of the marketing mix was structured by McCarthy in 1975, (McCarthy, 1975). It consists of price, product, place, and promotion. These four elements construct the tools of any marketing manager. Shapiro (2001) discussed the use of the marketing mix and raised the following questions as the gateway to using the marketing mix. These questions are: Are the marketing-mix elements consistent with one another? In addition to being consistent, do the elements add up to a harmonious, integrated whole? Is each element given its best leverage? Are the target market segments precisely and explicitly defined? Does the total program meet the needs of the target market segment? Does the marketing mix build on the organization' s strengths and compensate for its weaknesses? Does the marketing mix create a distinctive competitive advantage? The questions are all about the integration between the four elements of the mix.

Several studies by M&llerandPopovic_(2006), have criticized the concept of traditional marketing mix with its 4P's in the face of its insufficiencies however; however, it remains the base of the marketing mix. M&ller highlighted 3–4 key criticisms against the Marketing Mix framework listing the following points: The Mix does not consider customer behavior but is internally oriented, the Mix regards customers as passive; it does not allow interaction and cannot capture relationships, the Mix is void of theoretical content; it works primarily as a simplistic device focusing the attention of management. Finally, the Mix does not offer help for the personification of marketing activities. Fake (2008) found that: The mix does not take into consideration the unique elements of services marketing. Product is stated in the singular but most companies do not sell a product in isolation. Marketers sell product lines, or brands, all interconnected in the mind of the consumer. The mix does not mention relationship building, which has become a major marketing focus, or the experiences that consumers buy.

The traditional marketing mix (4Ps) was also criticized for ignoring the impacts of the external environment on marketing decisions. Kotler, et al (1993) indirectly support this idea stating that external and uncontrollable environmental factors are very important factors of the marketing strategies. Forces of the external environment are always uncontrollable. Moreover, there might be differences between production and service that should be taken into consideration. For example, Services have four major characteristics that affect the design of marketing programs: intangibility, inseparability and variability and perishability. These characteristics led to the creation of an expanded marketing mix for all services represented in the 7 Ps (the original 4 plus physical evidence, people, and process), thus hospitality marketing mix is thought to be more relevant for hospitality services firms, tourism organizations, and other travel-related firms, (Bojanic 2008). Processes (procedures, mechanisms and flow of activities by which services are delivered to customers), physical evidence (implies to an environment that facilitates service transactions or affects the perception, and those are ambient conditions, spatial layout, signs, and symbols, etc.), people (referring to all personnel involved in service processes, where on one side are employees and on the other are service consumers as co-producers and other consumers, as people who can influence the overall perception).

It is claimed that the 7Ps model is unnecessarily complicated and some elements can be impeded in the 4Ps model. Kent and Brown (2006), argued about the consensus of the consequent Ps and using them by the practitioners in the service industry. It should be noted that the 7Ps model is more comprehensive, more detailed and more refined.

There are seven elements that served as independent variables under the marketing mix which consist of product, price, promotion, place, people, process and physical evidence. Meanwhile, the dependent variable reflects the outcome of the research study, which is customer satisfaction. Those elements are used as the study setting in investigating the relationship between marketing mix and customer satisfaction as illustrated in Figure below.

CHAPTER THREE

MATERIAL AND METHODS

3.0 Introduction

This chapter describes the research methodology which was used in this study to answer the research questions stated in chapter one. The chapter's content includes the research design, target population, sample size, sampling procedure, research instrument, instrument reliability, instrument validity, data collection procedures, and data analysis techniques. A discussion of each aspect of the research methodology is given hereunder, beginning with research design.

3.1 Research Design

This study adopts a descriptive design to investigate the effect of a service marketing mix on customer satisfaction, a case of Jinja Nile Resort hotel. The design was considered appropriate for this study as it answers the questions; whether a particular marketing mix element affects customer satisfaction and if yes, how – based on the research questions. In addition, the study will utilize mixed-method incorporating quantitative and qualitative research.

Qualitative research is associated with an interpretive philosophy (Lincoln, 2005) thus the researcher has to use subjectivity to make sense of the socially constructed meanings. According to Sanders (2012) and Yin (2004), there is a need to operate within the natural setting to access the deeper meaning and understanding of the data collected, by using open-ended questions in the data collection instrument, to record any additional explanations given by the respondents.

Quantitative research is used to examine the relationship between variables and is normally associated with a deductive approach to the research questions. The numeric data garnered from the questionnaire as the data collection instrument was used to test the theory relating to the performance level of the Jinja Nile Resort hotel.

The survey method is appropriate for this study as it will facilitate the collection of data from a large population. It also makes it easier for the researcher to develop a questionnaire that will allow for the generalization of the findings (Malhotra, 2010).

3.2 Study Population

The population of a research study is the number of all group members relevant to the case (Sanders, 2012). Therefore for this study, the population consists of particularly customers at Jinja Nile Resort hotel however of an unknown population.

3.3 Sample Size

Since the population for this study is unknown, the sample size can be derived by computing the minimum sample size required for accuracy in estimating proportions by considering the standard normal deviation set at 95% confidence level (1.96), percentage picking a choice or response (50% = 0.5) and the confidence interval (0.05 = ± 5). However according to Mugenda (2003), asserts that the main consideration for determining the sample size is the capacity to collect in-depth data at affordable costs in terms of time, finances and other resources. This study, therefore, adopted a sample size of 50 customers on the basis of the available resources inform of time and finances.

3.4 Sampling Technique

So as to infer information about a population based on results from a subset of the population, without having to investigate every individual this study, adopted a non-probabilistic sampling method in the form of a convenience sampling technique. Although this technique is associated with a number of setbacks such as a possibility of respondents being biased, a high possibility of a sampling error and the inability to generalize the results obtained, this technique is advantages since it aides in saving resources such as time and finances.

3.5 Data collection Instrument and Procedure

3.5.1 Questionnaire surveys

According to Kiess and Bloomquist (1985), a questionnaire survey offers considerable advantages in administration, represents an even stimulus potentiality to large numbers of people simultaneously and provides the investigator with an easy accumulation of data when compared to other data tools such as observation, focused groups, and interview.

3.5.2 Procedure

Questionnaires were given to the sample respondents at the hotel by the researcher and these questionnaires were self-administered by the respondents. The researcher collected the questionnaires after the respondents had filled them in.

3.7 Data Processing Analysis and Presentation

This is to be done using frequency tables. This simplifies the work of summarizing data into tables using descriptive statistics such as the use of percentages. For qualitative data, the data collected was continuously cross-checked and edited to ensure accuracy and consistency. Thematic analysis was used where themes and sub-themes were derived from the objectives of the study and analyzed manually. For quantitative data, the questionnaires were edited before leaving each respondent to ensure accuracy, completeness, and consistency. The data was analyzed with the help of a computer where it was coded and tabulated using Statistical Package and Microsoft Excel. Through the qualitative method, the study findings were analyzed and presented in percentages. The statistical Package for Social Scientists (SPSS) was used to analyze the data.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.0 Introduction

This chapter presents and discusses the results of the analysis that have been done to look at the specific objectives of the study in relation to the reviewed literature. The findings are presented with the help of tables for purposes of easier understanding, clarity, and interpretation.

(i) Category1: Data scores of mean 1.

4.1 Findings on Bio-Data of Respondents

The background information of respondents is deemed necessary because the ability of the respondents to give satisfactory information on the study variables greatly depends on their background. The background information of respondents solicited data on the samples and this has been categorized into; gender, age, physiological age, and employment status as shown below in Table 1.

Table 4.1 : Showing findings on Bio-Data of Respondents

BIODATA	FREQUENCY	PERCENTAGE(%)
1. GENDER		
i. Male	27	54
ii. Female	23	46
Total	50	100
2. AGE		
i. 15-25Years	16	32
ii. 26-35years	17	34
iii. 36-45years	9	18
iv. 46 and above	8	16
Total	50	100
3. PHYSIOLOGICAL AGE		
i. Dependent	10	20
ii. Bachelor/spinster	12	24
iii. Married but with adult children	7	14
iv. A young couple but with minors	14	28
v. Married but with children that have left home	7	14
Total	50	100
4. EMPLOYMENT STATUS		
i. Employed	39	78
ii. Unemployed	11	22
Total	50	100

Results in Table 4.1 indicate that there were 27 (54%) male customers and 23 (46%) females involved in this study. This implies that there were more male participants than female counterparts.

The table further reveals that 17 (34%) of the respondents were aged 26 - 35 years, 16 (32%) were aged 15 – 25 years, 9 (18%) were aged 36 – 45 years and lastly those who were aged 46

years and above 8 (16%). This implies that a vast majority of the respondents fell between the age group of 26-35 years with a frequency of 17 and a percentage of 34%. This, therefore, reveals that the majority of the guests at Jinja Nile Resort Hotel are young people.

According to the table furthermore, 14 (28%) of the respondents were young couples but with minors followed by those who were bachelors/Spinster 12 (24%). Next were those who were dependents 10 (20%) followed by those who were married but with adult children and married but with children that have left home 7 (14%) each. This implies that young couples but with minors were the majority and their views dominated the study. The results on the table lastly clearly indicate that there were more employed respondents 39 (78.0%) than unemployed respondents 11 (22.0%).

4.2 Findings on Consumer Behavior of respondents in Terms of Time of Consumption and how often they visit the Hotel

The researcher was interested in investigating customer' s behavior in relation to the time of consumption of which the results are shown in Table 4.2 below.

Table 4.2: Time of Consumption

Time	Frequency (f)	Percentages (%)
08:00 - 11:00 am	6	12.0
11:01 - 03:00 pm	18	36.0
03:01 - 06:00 pm	13	26.0
06:01 – late	13	26.0
Total	50	100.0

Sources: Primary Data N = 50

The data on Table 4.3 reveals that 6 (12%) respondents consume between 08:00 am -11:00 am, 18 (36%) of the respondents consume the hotels' product or service from 11:01 – 03:00 pm, 13 (26%) consume the products or service from 03:01 – 06:00 pm and 06 – late 13 (26.0%). This implies that the majority of the respondents consumed the hotel' s product services between 03:01 – 6 pm whereas the early morning session of 08:00 – 11:00 am registered the least number of consumer respondents.

Table 4.3: How often they visit the Hotel

Time	Frequency (f)	Percentages (%)
Once a week	32	64.0
More than once a week	18	36.0
Total	50	100.0

Sources: Primary Data N = 50

The data in Table 4.6 reveals that 32 (64%) customers visit the hotel once a week while 18 (36%) of their counterparts visit the hotel more than once a week 18 (36%). This implies that the majority of consumer respondents visited the hotel once a week.

4.3 Findings on the level of satisfaction of respondents

This section provides data on the level of satisfaction of respondents and the results are shown in table4.4.

Table 4.4: Respondents' level of satisfaction

Time	Frequency (f)	Percentages (%)
Dissatisfied	9	18.0
Satisfied	30	60.0
Highly Satisfied	11	22.0
Total	50	100.0

Sources: Primary Data N = 50

The data in Table 4.7 reveals that whereas 9 (18%) of the respondents were dissatisfied with the services at the hotel, 30 (60%) were satisfied and 11(22%) were highly satisfied with the hotel; product services provided.

4.4 Findings on price attributes on customer satisfaction

This section provides data on responses about the impact of price attributes on customer satisfaction at the hotel. the results are shown in Table 4.5.

Table 4.5: Impacts of Price attributes on Customer Satisfaction at Jinja Nile Resort Hotel

Price sub-elements	Mean	SD	Rank
Provision of a list of prices on the menu	3.9400	0.68243	2
Discount provided on the product offering	3.7400	0.94351	3
The payment method of pay after consumption	4.1600	0.61809	1
Total Mean and Standard Deviation	3.9466	0.74801	

Sources: Primary Data N = 50

Table 4.5 indicates customer responses on the impacts of price sub-elements on customer satisfaction at Jinja Nile Resort Hotel. This included price sub-elements such as the Provision of a list of prices on the menu, provision of Discounts on the product offering and the method of payment. In relation to; Provision of a list of prices on the menu, a mean score of 3.9400 is realized, provision of Discounts on the items, a mean score of 3.7400 is realized and for the method of payment, a mean score of 4.1600 is realized. This implies that that respondents agree with all the above three price sub-elements as influential and therefore affect their degree of satisfaction with the hotel' s product provisions.

However, in comparison with the total mean score of 3.9466, it is only the provision of Discounts on product offerings the fall short of the average score as the rest of the price sub-elements are over and above the average score.

4.4.1 A cross-tabulation of price sub-elements with the respondents’ bio-data and specifically the employment status.

Table 4.6: Employment Status * Provision of a list of prices on the menu

Crosstabulation between employment status and Provision of a list of prices on the menu						
		Provision of a list of prices on the menu				Total
		Disagree	Neither or Disagree	Agree	Strongly Agree	
Employment Status	Employed	0 (0)	7 (7.94%)	25 (64.1%)	7 (17.94%)	39 (100%)
	Unemployed	2 (18.18%)	0 (0%)	8 (72.7%)	1 (9.09%)	11 (100%)
Total		2	7	33	8	50

Table 4.6 above indicates that:-

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 0 (0%) disagreed with the Provision of a list of prices on the menu to influence their degree of satisfaction, 7 (7.94%) were indifferent, 25 (64.1%) agreed and 7 (17.94%) strongly agreed with the Provision of a list of prices on the menu to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the Provision of a list of prices on the menu to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 2 (18.18%) disagreed with the Provision of a list of prices on the menu to influence their degree of satisfaction, 0 (0%) were indifferent, 8 (72.72%) agreed and 1 (9.09%) strongly agreed with the Provision of a list of prices on the menu to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the Provision of a list of prices on the menu to influence the degree of satisfaction with the product offering.

Table 4.7: Employment Status * Discount provided on the items

Crosstabulation between employment status and provision of Discounts							
		Discount provided on the items					Total
		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	
Employment Status	Employed	1 (2.56%)	2 (5.12%)	8 (20.5%)	19 (48.7)	9 (23.07%)	39
	Unemployed	0(0%)	2 (18.18)	4 (36.36)	4 (36.36%)	1(9.09)	11
Total		1	4	12	23	10	50

Table 4.7 above indicates that:-

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 1 (2.56%) strongly disagree and 2 (5.12%) disagreed with the Provision of discounts on product offerings to influence their degree of satisfaction, 8 (20.5%) were indifferent, 19 (48.7%) agreed and 9 (23.07%) strongly agreed with the Provision of discounts on product offerings to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the Provision of discounts on product offerings to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 2 (18.18%) disagreed with the Provision of discounts on product offerings to influence their degree of satisfaction, 4 (36.36%) were indifferent, 4 (36.36%) agreed and 1 (9.09%) strongly agreed with the Provision of discounts on product offerings to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the Provision of discounts on product offerings to influence the degree of satisfaction with the product offering although a significant number of respondents were also indifferent.

Table 4.8: Employment Status * The payment method

Crosstabulation between employment status and the method of payment						
		The payment method				Total
		Disagree	Neither Agree or Disagree	Agree	Strongly Agree	
Employment Status	Employed	2..56%(1)	1 (2.56%)	25 (64.1%)	12 (30.76%)	39
	Unemployed	0 (0%)	2 (18.18%)	8 (72.72%)	1 (9.09%)	11
Total		2	3	33	13	50

Table 4.8 above indicates that:-

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 1 (2.56%) disagreed with the method of payment (transaction) to influence their degree of satisfaction, 1 (2.56%) were indifferent, 25 (64.1%) agreed and 12 (30.76%) strongly agreed with the method of payment (transaction) to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the method of payment (transaction) to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 0 (0%) disagreed with the method of payment (transaction) to influence their degree of satisfaction, 2 (18.18%) were indifferent, 8 (72.72%) agreed and 1 (9.09%) strongly agreed with the Provision of a list of prices on the menu to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the method of payment (transaction) to influence the degree of satisfaction with the product offering.

4.5 Findings on Impacts of Product attributes on Customer Satisfaction at Jinja Nile Resort Hotel

This section provides data on responses about the impact of product offering attributes or sub-elements on customer satisfaction at the hotel. the results are shown in Table 4.9

Table 4.9: Impacts of Product attributes on Customer Satisfaction at Jinja Nile Resort Hotel

Items	Mean	SD	Rank
Packaging and design of products at presentation	3.9800	0.95810	2
The quality of food and drinks provided	4.1600	0.86567	1
Quantity of products	3.4600	0.18166	3
Total Mean and Standard Deviation	3.8666	0.00181	

Sources: Primary Data N =50

Table 4.9 indicates customer responses on the impacts of product attributes or sub-elements on customer satisfaction at Jinja Nile Resort Hotel. This included product sub-elements such as product packaging and design, quality of food and drinks and quantity of product offering. In relation to; product packaging and design, a mean score of 3.9800 is realized, quality of food and drinks, a mean score of 4.1600 is realized and for the quantity of product offering, a mean score of 3.4600 is realized. This implies that that respondents agree with two of the above three product sub-elements thus product packaging and design and quality of food and drinks as influential and therefore affect their degree of satisfaction with the hotel' s product provisions however the same respondents are indifferent with the quantity of the product offerings to be influential in determining the degree of satisfaction. .

However, in comparison with the total mean score of 3.8666, it is only the quantity of the product offerings that fall short of the average score as the rest of the product sub-elements are over and above the average score.

4.5.1 A cross-tabulation of product sub-elements with the respondents’ bio-data and specifically the employment status.

Table 4.10: Employment Status * Packaging and design of products at presentation

Crosstabulation between employment status and Product packaging and design							
		Product packaging and design					Total
		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	
Employment Status	Employed	1 (2.56%)	2 (5.12%)	2 (5.12%)	21 (53.84%)	13 (33.33%)	39
	Unemployed	0 (0%)	3 (27.27%)	0 (0%)	7 (63.63%)	1 (9.09%)	11
Total		1	5	2	28	14	50

Table 4.10 above indicates that:-

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 1 (2.56%) strongly disagreed and 2 (5.12%) disagreed with the Product packaging and design to influence their degree of satisfaction, 2 (5.12%) were indifferent, 21 (53.84%) agreed and 13 (33.33%) strongly agreed with the Product packaging and design to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the Product packaging and design to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 0 (0%) strongly disagreed and 3 (27.27%) disagree with the Product packaging and design to influence their degree of satisfaction, 0 (0%) were indifferent, 7 (63.63%) agreed and 1 (9.09%) strongly agreed with the Product packaging and design to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the Product packaging and design to influence the degree of satisfaction with the product offering.

Table 4.11: Employment Status * The quality of food and drinks provided

Crosstabulation between employment status and The quality of food and drinks provided							
		The quality of food and drinks provided					Total
		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	
Employment Status	Employed	1 (2.56%)	1 (2.56%)	0 (0%)	22 (56.4%)	15 (38.46%)	39
	Unemployed	0 (0%)	1 (9.09%)	3 (27.27%)	4 (36.36%)	3 (27.27%)	11
Total		1	2	3	26	18	50

Table 4.11 above indicates that:-

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 1 (2.56%) strongly disagreed and 1 (2.56%) disagreed with the quality of food and drinks provided to influence their degree of satisfaction, 0 (0%) were indifferent, 22 (56.4%) agreed and 15 (38.46%) strongly agreed with the quality of food and drinks provided to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the quality of food and drinks provided to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 0 (0%) strongly disagreed and 1 (2.56%) disagree with the quality of food and drinks provided to influence their degree of satisfaction, 3 (27.27%) were indifferent, 4 (36.36%) agreed and 3 (27.27%) strongly agreed with the quality of food and drinks provided to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the quality of food and drinks provided to influence the degree of satisfaction with the product offering.

Table 4.12: Employment Status * Quantity of products

Cross-tabulation between employment status and Quantity of food and drinks provided							
		Quantity of products					
		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Employment Status	Employed	2 (5.12%)	10 (25.64%)	2 (5.12%)	18 (46.15%)	7 (17.95%)	39
	Unemployed	0 (0%)	3 (27.27%)	2 (18.18%)	4 (36.36%)	2 (18.18%)	11
Total		2	13	4	22	9	50

Table 4.12 above indicates that:

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 2 (5.12%) strongly disagreed and 10 (25.64%) disagreed with the Quantity of products provided to influence their degree of satisfaction, 2 (5.12%) were indifferent, 18 (46.15%) agreed and 7 (17.95%) strongly agreed with the Quantity of products provided to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the Quantity of products provided to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 0 (0%) strongly disagreed and 3 (27.27%) disagree with the Quantity of products provided to influence their degree of satisfaction, 2 (18.18%) were indifferent, 4 (36.36%) agreed and 2 (18.18%) strongly agreed with the Quantity of products provided to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the Quantity of products provided to influence the degree of satisfaction with the product offering.

4.6 Findings on the Impacts of Place attributes on Customer Satisfaction at Jinja Nile Resort Hotel

This section provides data on responses about the impact of Place attributes or sub-elements on customer satisfaction at the hotel. the results are shown in Table 4.13.

Table 4.13: Impacts of Place attributes on Customer Satisfaction at Jinja Nile Resort Hotel

Items	Mean	SD	Rank
The decoration of the hotel	4.3000	0.58029	1
Location of the hotel	4.1800	0.74751	2
Chanel of distribution	3.4200	0.75835	3
Total Mean and Standard Deviation	3.9666	0.69538	

Sources: Primary Data N = 50

Table 4.13 indicates customer responses on the impacts of Place attributes or sub-elements on customer satisfaction at Jinja Nile Resort Hotel. This included place sub-elements such as hotel decor, hotel location and channel of destruction (transaction). In relation to; hotel decor, a mean score of 4.3000 is realized, hotel location, a mean score of 4.1800 is realized and for the channel of distribution, a mean score of 3.4200 is realized. This implies that the respondents agree with two of the above three of the place sub-elements thus hotel décor and hotel location as influential and therefore affect their degree of satisfaction with the hotel' s product provisions however the same respondents are indifferent with the channel of distribution of the product offerings to be influential in determining the degree of satisfaction. .

However, in comparison with the total mean score of 3.9666, it is only the channel of distribution of the product offerings that falls short of the average score as the rest of the place sub-elements are over and above the average score.

4.6.1 A cross-tabulation of place sub-elements with the respondents' bio-data and specifically the employment status.

Table 4.14: Employment Status * The decoration of the hotel

Cross-tabulation between employment status and hotel décor					
		Hotel décor			Total
		Disagree	Agree	Strongly Agree	
Employment Status	Employed	1 (2.56%)	23 (58.97%)	15 (38.46%)	39
	Unemployed	0 (0%)	9 (81.81%)	2 (18.18%)	11
Total		1	32	17	50

Table 4.14 above shows that:

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 1(2.56%) disagreed with the hotel decor to influence their degree of satisfaction, 23 (58.97%) agreed and 15 (38.46%) strongly agreed with the hotel decor to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the hotel decor to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 0 (0%) disagree with the hotel decor to influence their degree of satisfaction, 9 (81.81%) agreed and 2 (18.18%) strongly agreed with the hotel decor to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the hotel decor to influence the degree of satisfaction with the product offering.

Table 4.15: Employment Status * Location of the hotel

A cross-tabulation of employment status and hotel location						
		Location of the hotel				Total
		Disagree	Neither Agree or Disagree	Agree	Strongly Agree	
Employment Status	Employed	1 (2.56%)	3 (7.69%)	19 (48.72%)	16 (41.03%)	39
	Unemployed	0 (0%)	4 (36.36%)	5 (45.45%)	2 (18.18%)	11
Total		1	7	24	18	50

Table 4.15 above shows that:

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 1 (2.56%) disagreed with the location of the hotel facility to influence their degree of satisfaction, 3 (7.69%) were indifferent, 19 (48.72%) agreed and 16 (41.03%) strongly agreed with the location of the hotel facility to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the location of the hotel facility to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 0 (0%) disagree with the location of the hotel facility to influence their degree of satisfaction, 4 (36.36%) were indifferent, 5 (45.45%) agreed and 2 (18.18%) strongly agreed with the location of the hotel facility to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the location of the hotel facility to influence the degree of satisfaction with the product offering.

Table 4.16: Employment Status * Chanel of distribution

A cross-tabulation of employment status and the channel of distribution						
		Chanel of distribution				Total
		Disagree	Neither Agree or Disagree	Agree	Strongly Agree	
Employment Status	Employed	4 (10.26%)	18 (50%)	14 (38.89%)	3 (8.33%)	39
	Unemployed	0 (0%)	7 (63.63%)	3 (27.27%)	1 (9.09%)	11
Total		4	25	17	4	50

Table 4.16 above indicates

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 4 (10.26%) disagreed with the channel of distribution to influence their degree of satisfaction, 18 (50%) were indifferent, 14 (38.89%) agreed and 3 (8.33%) strongly agreed with the channel of distribution to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, are indifferent whether the channel of distribution influences their degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 0 (0%) disagree with the channel of distribution to influence their degree of satisfaction, 7 (63.63%) were indifferent, 3 (27.27%) agreed and 1 (9.09%) strongly agreed with the channel of distribution to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, are indifferent whether the channel of distribution influences their degree of satisfaction with the product offering.

4.7 Findings on the Impacts of Promotional attributes on Customer Satisfaction at Jinja Nile Resort

This section provides data on responses about the impact of promotion attributes or sub-elements on customer satisfaction at the hotel. the results are shown in Table 4.17

Table 4.17: Impacts of Promotional attributes on Customer Satisfaction at Jinja Nile Resort Hotel

Items	Mean	SD	Rank
Offers provided on specific dates	3.7000	0.96890	1
Face to face marketing by service providers	3.6000	0.94761	2
Total Mean and Standard Deviation	3.6500	0.95825	

Sources: Primary Data N = 50

Table 4.11 indicates customer responses on the impacts of Promotion attributes or sub-elements on customer satisfaction at Jinja Nile Resort Hotel. This included promotion sub-elements of promotional offers and face to face marketing strategies. In relation to; promotional offers, a mean score of 3.7000 is realized, and for the face to face marketing strategies, a mean score of 3.6000 is realized. This implies that the respondents agree with both sub-elements as influential and therefore affect their degree of satisfaction with the hotel' s product services provision.

However, in comparison with the total mean score of 3.6500, the face to face promotional strategies fall short of the average score while promotional offers are over and above the average score.

4.7.1 A cross-tabulation of promotion sub-elements with the respondents’ bio-data and specifically the employment status.

Table 4.18 : Employment Status * Offers provided on specific dates

A cross-tabulation of employment status and promotional offers							
		Offers provided on specific dates					Total
		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	
Employment Status	Employed	1 (2.56%)	2 (5.12%)	7(17.95%)	23 (58.97%)	6 (15.38%)	39
	Unemployed	2 (18.18%)	0 (0%)	6(54.54%)	3 (27.27%)	0 (0%)	11
Total		3	2	13	26	6	50

Table 4.18 above indicates that:-

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 1 (2.56%) strongly disagreed and 2 (5.12%) disagreed with the promotional offers to influence their degree of satisfaction, 7 (17.95%) were indifferent, 23 (58.9%) agreed and 6 (15.38%) strongly agreed with the promotional offers to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the promotional offers to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 2 (18.18%) strongly disagreed and 0 (0%) disagree with the promotional offers to influence their degree of satisfaction, 6 (54.54%) were indifferent, 3 (27.27%) agreed and 0 (0%) strongly agreed with the promotional offers to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, are indifferent to whether the promotional offers influence the degree of satisfaction with the product offering.

Table 4.19 : Employment Status * Face to face marketing by service providers

A cross-tabulation of employment status strategies with face to face marketing							
Count							
		Face to face marketing by service providers					
		Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total
Employment Status	Employed	1 (2.56%)	3 (7.69%)	8 (20.51%)	21(53.85%)	6 (15.38%)	39
	Unemployed	1 (9.09%)	1 (9.09%)	4 (36.36%)	5 (45.45%)	0 (0%)	11
Total		2	4	12	26	6	50

Table 4.19 above indicates that:-

Of the 39 (78%) of the respondents (ideally the employed) who participated this study, whereas 1 (2.56%) strongly disagreed and 3 (7.69%) disagreed with face to face marketing strategies to influence their degree of satisfaction, 8 (20.51%) were indifferent, 21 (53.85%) agreed and 6 (15.38%) strongly agreed with the face to face marketing strategies to influence their degree of satisfaction. This generally implies that the majority of the employed respondents, therefore, agree with the face to face marketing strategies to influence the degree of satisfaction with the product offering.

Of the 11 (22%) of the respondents (ideally the unemployed) who participated in this study, whereas 1 (9.09%) strongly disagreed and 1 (9.09%) with the face to face marketing strategies to influence their degree of satisfaction, 4 (36.36%) were indifferent, 5 (45.45%) agreed and 0 (0%) strongly agreed with the face to face marketing strategies provided to influence their degree of satisfaction. This generally implies that the majority of the unemployed respondents, therefore, agree with the face to face marketing strategies to influence the degree of satisfaction with the product offering.

4.8 Findings on the suggestion on how Customers Level of Satisfaction can be enhanced

This section provides data on responses about the impact of promotion attributes or sub-elements on customer satisfaction at the hotel. the results are shown in Table 4.20

Table 4.20 : Attributes that would enhance or Improve Customers Satisfaction

Items	Mean	SD	Rank
Purchase on credit	2.4600	0.97332	6
Lowering the prices of the product	3.5200	0.09246	4
Accessibility to the hotel	4.0000	0.78246	1
Persuasive advertisements	3.5800	0.88271	2
Promotion	3.5600	0.70450	3
Product warranty	3.2000	0.92582	5

Sources: Primary Data N = 50

Table 4.20 indicates customer responses on the attributes that would enhance customer satisfaction on the product offerings at Jinja Nile Resort Hotel. This included attributes such as purchase on credit, lowering the prices of the product, accessibility to the hotel, persuasive advertisements, promotions, and product warranty. In relation to; purchase on credit, a mean score of 2.4600 is realized, accessibility to the hotel, a mean score of 3.5200 is realized, persuasive advertisement, a mean score of 3.5800, promotion, a mean score of 3.5600 is realized and product warranty, a mean score of 3.2000 is realized. This implies that the respondents were in disagreement with the attribute of purchase on credit, the same respondents were indifferent with the attribute of product warranty to influence their degree of satisfaction at the hotel. However, four of the above-suggested attributes to influence customer satisfaction thus lowering prices, accessibility to the hotel, promotions and persuasive advertisements were agreed upon by respondents to influence their degree of satisfaction.

CHAPTER FIVE

DISCUSSION OF RESULTS

5.1 Introduction

This chapter presents a discussion of the results derived from the data presented in chapter four in comparison with the literature reviewed in chapter two of this study. The discussion leads to varying conclusions and recommendations. This discussion of the results is however done under themes and sub-themes, which correspond to the study research objectives; namely

- i. To examine the impacts of price on customer satisfaction at Jinja Nile Resort Hotel.
- ii. To examine the impacts of the product on customer satisfaction at Jinja Nile Resort Hotel.
- iii. To examine the impacts of place on customer satisfaction at Jinja Nile Resort Hotel.
- iv. To examine the impacts of promotion customer satisfaction at Jinja Nile Resort Hotel.

5.2 Discussion

5.2.1 Impact of price on customer satisfaction

Similar to earlier studies about the effect of pricing as a marketing mix element on customer satisfaction, this study establishes a positive influence of the pricing element at Jinja Nile resort on the degree of customer satisfaction. All pricing attributes inclusive of the payment method, provision of discounts and provision of a list of prices were considered important by respondents in influencing their degree of satisfaction for the product offerings at the hotel.

A closer cross-examination of price sub-attributes and the employment status of the respondents suggest that both the employed and unemployed agreed that the provision of a list of product prices, discounts and the payment method greatly influenced their degree of satisfaction with the hotel' s product offering. Literature associated economic transactions suggest that consumers and or buyers of product offerings are often price-sensitive this is therefore regarded as the reason why respondents are highly influenced by the discounts offered. Regarding the list of

product prices, consumers often consider this as of interest as it enables them to gauge their purchase power for a given product as well as preference.

5.2.2 Impact of the product on customer satisfaction

In relation to previous studies, firms' products are key in influencing the degree of customer satisfaction. It is, therefore, an influential element in the marketing mix of any firm. The results of this study show that products at Jinja Nile Resort Hotel positively influence the level of satisfaction of consumers at the hotel.

The product's sub-elements which include product packaging and design, quality of food and drinks and quantity of product offerings were agreed upon to play an important role in positively influencing the level of customer satisfaction at the hotel. However, the packaging and design attributes plus quality of food were more influential. This indicates that consumers at Jinja Nile Resort hotel are quality sensitive and prefer appealing or attractive products rather than the quantity of product offerings since they are indifferent about it.

5.2.3 Impacts of place on customer satisfaction

Early literature shows that place plays a significant role in influencing the degree of customer satisfaction and it also provides some principles in combination with other factors for people to make the decision to choose a hotel's services (Kotler and Armstrong, 2010). This study results indicate positive influence of place on customer satisfaction at Jinja Nile resort hotel. The place attributes including the hotel décor, hotel location and channel of distribution were deemed important in influencing the degree of customer satisfaction by the consumer respondents.

The cross-tabulation results of employment status and place attributes indicate that majority of the employed and unemployed respondents agree with the hotel décor and location of the hotel to greatly influence their level of satisfaction, however, both the employed and unemployed are indifferent with the channel of distribution hence not affecting their degree of satisfaction.

5.2.4 Impacts of promotion on customer satisfaction

Earlier studies by researchers indicate that promotion is an important component of the service marketing mix. Promotion is a very wide term including all the communications that a marketer may insert in the market place (Gupta and Satish, 2002). The promotional strategies enforced by the study hotel include face to face marketing strategy and promotional offers on specific dates. Generally, respondents agree that both strategies positively influence their degree of satisfaction and hence deemed important.

A further breakdown following cross-tabulation of employment status with promotional attributes shows that employed group of respondents agree that promotional offers positively influence their level of satisfaction while the unemployed are indifferent about the offers. The offers at the hotel are usually on specific dates and these are usually public holidays. A justification for the unemployed being indifferent about these offers would be them not leaving home on such days as most of the unemployed fell in brackets of dependents and bachelor/spinsters.

5.3 Conclusion

5.3.1 Impacts of Price on Customer Satisfaction at Jinja Nile Resort Hotel

In conformity to earlier literature, pricing products is relatively considered better than pricing services. However, the right decisions are well supported to trade for organizations through taking a good pricing policy (Consuegra et al, 2007). In order to encourage the supply of tourism products, the pricing strategy should be well supported by production cost side (Kotler and Armstrong 2010). Similarly, the pricing strategy at Jinja Nile Resort Hotel is triggered by the cost of production of the products offered for sale. It is noted that the price of the products at the hotel positively impact on the satisfaction of the customers. It is known as an important aspect for the business firm to generate revenue and profitability. According to the stage of product life cycle, price should be first decided for the target customers thereafter develop the features which suit that price. List of products on the menu, discounts, payment period, means of payment and option for either order with cash or pay after consumption are the major attributes that makeup price in hotel enterprises. However, it was observed that the payment method has the highest

level of impact of satisfaction followed by provision of a list of prices on the menu and lastly, discount provided on the items.

5.3.2 Impacts of Product on Customer Satisfaction at Jinja Nile Resort Hotel

Similar to early research on impacts of the product on customer satisfaction by Kotler and Armstrong (2010), these define the product as anything which is offered to a market to attend, acquire, use or consume and it may satisfy the consumers. Furthermore, they proceed that products should possess attributes which are factors that can increase customer satisfaction and loyalty and these attributes attract customers. This research study to assess the impacts of the product on customer satisfaction was based on product attributes. The attributes inherent in the product usually illustrate the seller's perspective (Kotler, 2008). These attributes in this context were tasted, quality, quantity, product design, packaging and product variety at the hotel. The characteristics of tourism products are nicely explained by Chris et al., (2006) who define the tourist products as opportunities in the market by recipients of the tourist market and its role to support the sustainable tourism design process.

In the same line, the results of the research study do not differ from earlier studies and therefore conform that, the product has a high impact on customer satisfaction. However, it was observed that quality of food and drinks as an attribute of the product provided has the highest level of impact followed by packaging and design of products at presentation and lastly, quality of product.

5.3.3 Impacts of Place on Customer Satisfaction at Jinja Nile Resort Hotel

In accordance with past literature, place plays a significant role in the tourism field, hotels in particular and it also provides some principles in combination with other factors for people to make decision to choose a hotel's services (Kotler and Armstrong, 2010). The place can include attributes such as time and distance taken to reach the enterprise. Transport facility is another important determinant in development of services whereas infrastructure, security and social factors are also considered to play a positive role in progression of hotel industry (Musa, 2011). Customers also look for particular attributes of a place such as ambiance, architecture, natural environment, location, assortment and channels of distribution of the place before consumption. In pursuit to assess the impacts of place on customer satisfaction, it was evidenced by the results of the research study that place has a high impact on customer satisfaction not differing from

early literature. It was observed that decoration of the hotel has the highest level of impact (Very high) followed by the location of the hotel and lastly, channel of distribution as attributes of place at Jinja Nile Resort Hotel.

5.3.4 Impacts of Promotion on Customer Satisfaction at Jinja Nile Resort Hotel

Earlier studies by researchers indicate that promotion is an important component of service marketing mix covering aspects of personal selling, public relations and direct marketing instruments used by the organization for advertisement and marketing. Marketers sell products by doing analysis and predict the market. Various aspects of marketing communication are represented by the promotion under the context of marketing mix to attain the goal of generating a positive customer response, communicate the information about the product to the customers. Promotion is a very wide term including all the communications that a marketer may insert in the market place (Gupta and Satish, 2002). The findings of the study confirm that promotion has a high impact on customer satisfaction of guests at the hotel. However, it was observed that offers provided on specific dates have the highest level of impact followed by face to face marketing by service providers.

However, in the hotel industry, attributes of promotion such as sales promotion that is to say offers like bucket night, buy one get one and so on, public relations, persuasive advertisements, and direct marketing by using the mailing system, phone calls and physical contact are a great deal.

5.4 Factors that would enhance customer satisfaction

Customers of the hotel prefer having good accessibility in terms of a good road to the hotel. Once this worked upon, their satisfaction would be complete. Persuasive advertisements would also enhance their satisfaction as it is a way of informing customers about new packages and products and it helps customers follow closely. Promotions are also needed by customers to enhance their satisfaction. Customers are not greatly affected by the prices and product warranty. Purchase on credit is not considered by customers as a way of improving their satisfaction.

CHAPTER SIX

RECOMMENDATION

6.0 Recommendations

In light of the findings, the following are possible recommendations suggested as valuable to the hotel for the enhancement of customer satisfaction.

6.1 To the hotel management

The researcher recommends the hotel management to focus on the suggested attributes that were ranked to be of higher impact on customer satisfaction by the customers at the hotel.

6.1.1 Accessibility to the hotel.

In an analysis of all possible suggestions for the enhancement of customer satisfaction, this attribute was ranked high. Therefore, the management should improve accessibility to the hotel especially in terms of the road which connects to the hotel. This road was observed possessing potholes which make it hard for cyclists and cars to reach the hotel, especially during the rainy season.

6.1.2 Persuasive advertisement

This came second the suggestions that improve customer satisfaction at the hotel. Therefore the researcher recommends that the management specifically the marketing team should pay much attention to it. The persuasive advertisement can be run through social media marketing, billboards, on radios and television marketing. They can also reach customers directly in their emails. This would help ring bells in customers' minds about the hotel.

6.1.3 Promotion

This was ranked third by the customers in the line of enhancing their satisfaction. More attention can be put to promotion attributes like more offers and so on. People are not much carried away by the promotional strategies hence the management should draw more energy on the pricing strategies which also carries a high mean score.

6.1.4 Lowering of prices

The pricing strategies of the hotel should be given greater attention since it had the highest mean score. This implies that the price attributes which are a list of prices on the menu, discounts, and method of payment are important to influence customer satisfaction. The list of prices on the menu helps people purchase products they can afford with confidence, discounts help consumers purchase more products at a low price while the method of pay after consumption makes people feel trusted at the hotel thus a high degree of customer satisfaction.

6.1.5 product warranty and purchase on credit

These came fifth and sixth respectively, therefore can be considered. However, the researcher recommends that they can be given lesser attention and maximize on the above three attributes during the enhancement of customer satisfaction.

6.2 Recommendation to do further studies

This study focused on the impacts of the traditional marketing mix on customer satisfaction at Jinja Nile resort hotel. The study was focused on price, place, product, and promotion. The researcher recommends that further studies be carried out on other components of marketing mix i.e. process, people and physical evidence and how they impact customer satisfaction. This will build on the study and provide stakeholders in the hotel industry with deeper insights on factors that affect customer satisfaction in line with marketing mix.

The researcher additionally recommends further studies on the cross-tabulation of at least physiological age or family life cycle with the four elements of the marketing mix namely, product, price, place, and promotion. This would enable a closer insight into the class of people prefer what element to be more important.

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