

The Influence of Interior Decoration on Customer's Perception of Hotels in Uyo, Akwa IBOM State Nigeria

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Abstract *This work evaluated the influence of interior of decoration on customer perception of hotel in Uyo Akwa Ibom State. Specifically the study identified the various interior decoration used in hotel in the study area, determined the interior decoration used in hotels that appeal to the customer more, ascertained the influence of interior decoration on the level of patronage in the hotel in the study area and suggested ways of improving the interior decoration of hotels in the study area for sustainability. The study was guided by four research questions and two hypotheses. It adopted survey research design; structure questionnaire was used for data collection. The samples for the study were four hundred (400) staff and managers from the various hotels in the study area. Data generated were analyzed using mean and standard deviation analyses of variance (ANOVA) derived from regression analyses to test the hypotheses. The result of the finding showed that satisfactory interior decoration has positive influence on the sustainability of the hospitality establishments in Uyo. The hypothesis showed that there was a significant relationship between the gender perception on the influence of interior decoration in the hotel and significant relationship between the gender perceptions on the influence of interior decoration in the hotels. From the finding it was recommended that the hotels should design interior decorative service delivery system which has an impact on customer satisfaction in hospitality industry and practiced healthy decorative environment and increased customer satisfaction.*

Keywords: *Influence, Interior Decoration, Customer's Perception, Hotels*

INTRODUCTION

The hotel sector is a segment within the guest room for sleeping Hayes and Ninennier, (2007) in its narrowest sense, this definition is correct, however today's traveling public has a wide variety of lodging alternatives and the definition just cited is of limited use. Hotel as a "home away from home" is a place where the tourist stops being a traveler and becomes the guest sheela (2008). A hotel usually offers a full range of accommodation and services, which may include suites public dining, banquet facilities, entertainment facilities and lounge. Smritee (2008) define a hotel as a place where accommodation and food is provided to the visitors or tourists, on the payment of money. David (2010) broadly defined hotel as an establishment held out by the proprietor, providing accommodation, food and beverages to any traveler presenting his/her self, who is willing and able

to pay for the services rendered and is in a good state of mind to be received by the hotel.

Customer perception is a central phenomenon in marketing Kucukosmanoghu (2010). It is a measure of how products and services supplied by a company meet or surpass customer expectations Farris; Paul and Neil, (2010) Frennei et al (2010) rightly pointed out that customer perception is defined as a marketing concept that encompasses a customer's impressions, awareness and consciousness about a company or its offerings. Kucukosmanoghu (2010) opined that customer's perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels when it comes to influencing consumers to purchase a product, their perception of the brand must be taken into account. This perception may vary based on the customer or certain demographic of customer. Customer perception can be developed from a variety of

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factors such as their own personal experienced or how they have heard other people experienced the product. In this respect alongside excellent products and service excellent equipment and facilities and service, excellent equipment and facilities and expert, personal contact with customers is of helical importance to the satisfaction of the customers which arises to the sustainability of hotel industries Gutman and Lawrence, (2005).

Interior decoration in hotels has today becomes a popular subject of debate in many circles Raghubalan and Raghubalan (2009). This is as a result of different approaches to its definition. Many approach it from an angle of the customer. Perception while others consider the precaution environment of the firm in their effort at defining the subject matter. Without doubt the subject matter is subjective and resides in the mind of the customer.

Ragbubalan and Ragbubalan, (2009) opined that interior decoration is a highly personal form of self-expression Kotler and Armstrong, (2009) noted that a company's first task is to create customer satisfaction, this is possible to the extent to which company's offer meets customers need and value, within the bounds of search costs and limited knowledge mobility and income. Pile (2003) Explained that interior decoration is the sum of one's interests as an individual or a group, a personal statement created by combing various element of art by using certain principles, colour, lighting, floor coverings and finishes, carpets, ceiling and wall coverings and various accessories, Customer perception with products, services and performance of operational facilities and equipment's is a cornerstone of hotels co-operate strategy, laying the foundation for long-term sustainable success knowing customers' needs and expectations and learning more about them by maintaining an ongoing dialogue with customers is a top priority for hotels. Kucukosmanoghu (2010) In this respect alongside excellent products and services, excellent equipment and facilities, expect achievement and personal contact with the customer is of critical importance to the satisfaction of the customer which arises to sustainability of interior decoration in hotel industries. Important Interior Decoration Principles are: Proportion: - This principle is also called "law of relationship" because it shows the relationship between various things in a group Erin (2007). These relationships may be in size, shape, colour, light texture or pattern. Each article in a room must be in proportion to the size of the room and with the other objects in the room, items that are widely different in size, shapes and forms should be combined together to get good proportion. Erin (2007). Balance: - Erin (2007). Say balance is an important principle of design. It produces a feeling of rest, response, steadiness and contentment. Balance can be created by two ways. Formal or Symmetrical: - It means when objects of equal weight are placed on either side of the center at equal distance from it, it is easier to group objects in a formal balance Erin (2007). Informal or Asymmetrical: -

This is when one large object is placed near the center and a smaller object at a greater distance from the center. Informal balance is more creative and is desirable is small room Erin (2007). Emphasis: - A center of interest on any arrangement is created by emphasizing the most important feature. In any arrangement we should know what to emphasize, how to emphasize, where to emphasize, emphasis can be brought by placing the object together or grouping of objects Erin (2007). Centre of interest can be created from paintings, attractive curtains, interesting grouping of furniture, by using bright contrasting colours, by using decoration, by leaving sufficient space as background around an object, Emphasis can also be achieved by the use of unusual lines, shapes, colours and sizes Erin (2007). Harmony: - Harmony is the art principle which produces an impression of unity through the selection and arrangement of consistent objects and ideas. When all objects having some resemblance are related to each other by one or the other aspects, they are supposed to be harmonious. Erin (2007). It is a pleasing combination of ideas that can be related to each other. Harmony is the fundamental requirement in any piece of design or work. There are size aspects of harmony. They are harmony of line, shape, size, texture, colour and ideas Erin (2007). Focal point: - Interior design's biggest enemy is boredom, a well-designed room always has, depending on the size of it, one or more focal points. Erin (2007). A focal point must be dominant to draw attention and interesting enough to encourage the viewer to look further. A focal point thus must have a lasting impression but must also be an integral part of the decoration linked through scale, style, colour or theme. A fireplace or a flat TV is the first example that most people think of when we talk about a room focal point Erin (2007). Details: - This is an important element of interior design where it is necessary to take infinite pains is details. Everything from the trimming of the lamp shade, the colour of the piping on the scatter cushion, to the light switches and cupboard handles need attention. As colour expresses the whole spirit and life of a scheme, details are just as an important underpinning of interior design. Details should not be obvious but they should be right, enhancing the overall feel of a room Erin (2007).

Elements of Design: Design is the art of combining elements in a pleasing way. The five basic elements of design useful in interior decorating a hotel are space, shape, line, texture and colour. Each elements has its unique characteristics but once put and mixed together, an attractive and creative outcome is produced, thus beautifying the hotel. Lines may be simple but they are capable of producing a design that can draw attention and stir emotions. Lines used in a room suggest various meanings. Vertical lines that go straight up and down suggest strength and stability. Horizontal lines suggest width in objects. Curved lines express gracefulness. Elle, (2009). Texture: - Texture appeals more to the touch than to the sight, but is both seen and felt. Using different textures in a

room can add more interesting and create a certain mood or ambience. A room may appear warm and cosy by using soft and fuzzy surface. Smooth and silky surfaces can create a formal look. Elle, (2009). Shape: - Shape denotes form using different shapes of objects in a room can have an effect on its atmosphere. Curved shape of object in a room creates a soft effect while rectangular or square shape of object makes a room appear hard. Elle, (2009). Space: - A room can be made smaller or larger with the right use of space. Bright and light colours may make a hotel room appear larger while dark and dull colours may make the room appear spacious. By dividing the space in different ways, a room can have an illusion of being large or small. Elle, (2009). Colour: - Among all the elements of design colour is the easiest to notice. Colour have the greatest effect on the appearance of a room they give life and personality to it. Dark colours makes a hotel room seem smaller, warm colours such as red, yellow and orange can make a room appear bright, vibrant and alive. Cool colours like blue, green and purple can make a room seem cozy and restful. Elle, (2009).

Akwa Ibom is a state in south-south Nigeria the capital is Uyo. In addition to the capital is tourist attraction in Akwa Ibom which includes, Ibeno Beach, Raffia Weaving and Wood Carving Oron, Oron Museum, Ebughu fishing trawlers berth, Sameshion beach, Iwaniba beach, Uta ewa beach. Mary Slessor's house, marina resort. The above attributes have led to the development of hospitality industries in Akwa Ibom state especially Uyo which is concentrated with a lot of hotels to cater for the needs of tourist (National Bureau of statistics / state information, 2012).

Citing research on customer loyalty by the forum cooperation. Schelesinge and Heskett (2006) noted that 14% of customer stopped patronizing service businesses because they were dissatisfied by the quality of the product while two third defected because of what they judged to be indifferent or unhelpful service. The influence of interior decoration on customer's perception of hotels especially in Uyo cannot be over emphasized. Hotels are yet to gain its ground in Nigeria like its counterparts in the world (Aroro and Goyal 2008). One of the ways to make hotels in Uyo meet up with the hospitality industry standard of the outside world is by embracing interior decoration culture which will in returns satisfy the customers.

Zeithaml et al (2007) studied whether customer's perceptions of quality were influenced by or not they had experienced a recent service problem. They found that service problems adversely affect customer perceptions of service quality. Hotel management has failed to recognize the importance of effective maintenance of interior decoration which covers the following aspects inspection of tables / walls / windows / lights / repair of the defects (Goyal and Arora 2006). The above mentioned factors and others prompted this

research on the influence of interior decoration on customer perception of hotels.

The main objective of this research is the influence of interior decoration on customer perception of hotels in Uyo. Specifically the work

- i) identified the various interior decoration used in hotels in the study area.
- ii) determined the interior decoration used in hotels that appeal to the customer more.
- iii) ascertained the influence of interior decoration on the level of patronage in the hotels in the study area.
- iv) suggested ways of improving the interior decoration of hotels in the study area for sustainability.

Research Questions

- i) What are the various interior decoration used in the hospitality/hotels in the study area?
- ii) What are the interior decoration used in hotel that appeal to the customer more?
- iii) What way those the influence of interior decoration affect the level of patronage in hotels in study area?
- iv) What are the ways of improving the interior decoration of hotel in the study area for sustainability?

Hypotheses

Ho₁. Is there any significant difference between the various interior decorations used in the hotel and there influence on customer perception

Ho₂. There is no significant relationship between the gender perceptions on the influence of interior decoration in the hotels.

Area of Study: The study was carried out in Uyo local government area of Akwa Ibom.

Research Design: This study adopts a survey design.

Population for the Study: The population for the study is 4000 respondents made up of staffs and guests, of Uyo guest.

Sample for the Study: The sample for the study was ascertained using Taro Yamane formulawhich a sample size of 400.

Instrument for Data Collection: The study employed qualitative and quantitative methods of data collection. The instrument used for the study was a questionnaire and oral interviews which was guided by interview schedule.

Data Collection Techniques: The researcher administered 302 questionnaires by hand to guests of the selected hotels

in Uyo LGAs and 98 questionnaires to the management and staff of same hotels and collected the questionnaire on the spot. This gave a total of 400 retrieved questionnaires.

Data Analysis Technique: SPSS statistical package was used to analyse the data. A single case study approach was applied combining qualitative and quantitative techniques to obtain and analyse information. The analytical tools used were mean and standard deviation. The average mean of these perception was 3.0, any response with a mean of 3.0 and above was regarded as agreed (indicating positive impact) while any response below 3.0 was regarded as disagree (indicating negative impact). The grand mean (clustered mean) was used to assess the overall influence of interior decoration on customer’s perception or hospitality establishments in Uyo LGAs.

Research Question I

What are the interior decorations used in the hotel?

Table 1: The Interior Decorations used in the Hotel

S/N	Interior decoration	Total score	Mean	Decision
1	Wall covering	800	2.0	Disagreed
2	Floor finishing	1275	3.2	Agreed
3	Flower arrangement	990	2.5	Disagreed
4	Colour combination	1900	4.8	Agreed
5	Light Fittings	1750	4.4	Agreed
	Total	6715	16.9 3.4	

Source: Field Survey 2015.

The table 1 above showed the interior decoration used in the hotel. Where the respondents agreed that floor finishing, colour combination and light fittings are the various interior decoration use in the hotel with 3.2, 4.8 and 4.4 means respectively while they disagreed that wall covering and flower arrangement is not in good use in the hotel with 2.0 and 2.5 means. This indicated that the respondents positively agreed to the use of floor finishing, colour combination and light fitting and disagreed with wall covering and flower arrangement as interior decoration in the Uyo hotel considering the clustered mean of 3.4 (from the decision rule any mean response of 3.0 and above should be regarded as a positive).

Research Question II

Which particular interior decoration appeal to you more?

Table 2: The Interior Decoration that Appeal to you More

S/N	Interior decoration	Total score	Mean	Decision
1	Wall covering	800	2.0	Disagreed
2	Floor finishing	1275	3.2	Agreed
3	Flower arrangement	990	2.5	Disagreed
4	Colour combination	1900	4.8	Agreed
5	Light Fittings	1750	4.4	Agreed
	Total	6715	16.9 3.4	

Source: Field Survey 2015.

The table 2 above showed the interior decoration that appealed the customer in the hotel. Where the respondents agreed that floor finishing, colour combination and light fittings are the various interior decoration that appealed the customer in the hotel with 3.2, 4.8 and 4.4 means respectively, while they disagree with wall covering and flower arrangement with the means 2.0 and 2.5 This indicated that the respondents positively agreed floor finishing, colour combination and light fittings and disagree with wall covering and flower arrangement as interior decoration that appealed customer in the Uyo hotel considering the clustered mean of 3.4 (from the decision rule any mean response of 3.0 and above should be regarded as a positive).

Table 3: The Perception of Interior Decoration Will Increase Customer Loyalty

Increase customer loyalty	Frequency	Percentage
SA	140	35
A	189	47.3
U	8	2
D	60	15
SD	3	0.75
TOTAL	400	100

Source: Field Survey 2015.

Table 3 indicates the responds of the respondent on the interior decoration increase customer loyalty. The table shows that out 400 respondents, 35% which is 140 of the respondent strongly agree that interior decoration will increase customer loyalty, 47.3% which is 189 of the respondent Agree that that interior decoration will increase customer loyalty, 2% which is 8 of the respondent is uncertain if that interior decoration will increase customer loyalty, 15% which is 60 of the respondent disagree that that interior decoration will increase customer loyalty while 0.75% which is 3 of

the respondent strongly disagree that interior decoration will increase customer loyalty. This indicates that interior decoration will increase customer loyalty.

Research Question III

What way does the influence of interior decoration affect the level of patronage in this hotel?

Table 4: The Influence of Interior Decoration on the Level of Patronage

Influence of level Of patronage	Frequency	Percentage
SA	156	39
A	201	50.2
U	13	3.3
D	25	6.2
SD	5	1.3
TOTAL	400	100

Source: Field Survey 2015.

Table 4 indicates the responds of the respondent on the interior decoration influence hotel. The table shows that out 400 respondents, 39% which is 156 of the respondent strongly agree that interior decoration will increased the hotel, 50.2% which is 201 of the respondent Agree that that interior decoration will increased the hotel, 3.3% which is 13 of the respondent is uncertain if that interior decoration will increased the hotel, 6.2% which is 25 of the respondent disagree that interior decoration will increased the hotel while 1.3 which is 5% of the respondent strongly disagree that that interior decoration will increased the hotel. This indicate that that interior decoration will increased the hotel.

Table 5: The Perception of Interior Decoration Will Advertise the Hotel Establishment

Option	Frequency	Percentage
SA	130	32.5
A	170	42.5
U	-	-
D	100	25
SD	-	-
TOTAL	400	100

Source: Field Survey 2015.

Table 5 indicates the responds of the respondent on the interior decoration increase advertise the hotel establishment. The table shows that out 400 respondents, 32.5% which is

130 of the respondent strongly agree that interior decoration will increase advert the hotel establishment, 42.5% which is 170 of the respondent Agree that interior decoration will increase advert of the hotel establishment 25% which is 100 of the respondent disagree that interior decoration will increase advert the hotel establishment

Table 6: The Perception of Interior Decoration will Increase Patronage of Guests.

Option	Frequency	Percentage
SA	209	52.25
A	150	37.5
U	-	-
D	41	10.25
SD	-	-
TOTAL	400	100

Source: Field Survey 2015.

Table 6 indicates the responds of the respondent on the interior decoration increase patronage of guests. The table shows that out 400 respondents, 52.25% which is 209 of the respondent strongly agree that interior decoration will increase patronage of guests, 37.4% which is 189 of the respondent Agree that interior decoration will increase patronage of guests while 10.25% which is 41 of the respondent disagree that interior decoration increase patronage of guests.

Table 7: The Perception of Interior Decoration will Make a Hotel Better than Other Competitors

Option	Frequency	Percentage
SA	130	32.5
A	120	30
U	10	2.5
D	100	25
SD	40	10
TOTAL	400	100

Source: Field Survey 2015.

Table 7 indicates the responds of the respondent on the interior decoration making a hotel better than other competitors. The table shows that out 400 respondents, 32.5% which is 130 of the respondent strongly agree that interior decoration will make a hotel better than other competitors, 30% which is 120 of the respondent Agree that interior decoration will make a hotel better than other competitors, 2.5% which is 10 of the respondent is uncertain if that interior decoration will make a hotel better than other competitors, 25% which is 100 of the respondent disagree that interior decoration will make a hotel better than other competitors while 10% which is 40 of

the respondent strongly disagree that interior decoration will make a hotel better than other competitors.

Research Question IV

What is the role of interior decoration in the sustainability of the hotels in Uyo?

Table 8: The Role of Interior Decoration In The Sustainability Of The Hotels in Uyo

S/N	Role of interior decoration	Frequency	Percentage
1	Increment of durability of the hotel	217	54.25
2	Increment of effective functioning of hotel in Uyo	168	42.00
3	Reduction of risks of losing customer in the hotel	187	46.75
4	Increment of level of patronage in the hotel	314	78.50
5	Increment in the general quality of hotels in Uyo	301	75.25
6	Increment in the condition and appearance of hotel	352	88.00
7	Causes the hotel to be in a long term business	102	25.50

Source: Field Survey 2015

The table 8 above showed that 54.25% of the respondents stated that hotel could be increased in durability through interior decoration, 42% stated that interior decoration could increase the effectiveness of the functioning of the hotel in Uyo, 46.75% stated that interior decoration could reduce the risks of losing customer in the hotel, 78.50% stated the interior decoration could increase the level of patronage in the hotel, 75.25% stated that the interior decoration could increase the condition and appearance of the hotel while 25.50% of the respondent stated that interior decoration could cause the hotel to be in a long term business.

TEST OF HYPOTHESIS

Hypothesis one: Is there any significant relationship between the various interior decorations used in the hotel and there influence on customer perception.

H0: There is no significant relationship between the various interior decorations used in the hotel and there influence on

customer perception.

H1: There is significant relationship between the various interior decorations used in the hotel and there influence on customer perception.

Table 9: The Regression Analysis of Various Interior Decorations Used In the Hotel and There Influence On Customer Perception

	Sum of squares	d.f	Mean square	F-cal	F-tab
Regression	3.361	8	0.420	9.767**	1.94
Residual	16.639	390	0.043		
Total	20.000				

Note: ** is significant at 5%

Decision rule: If F-calculated is greater than F-tabulated, then reject the null hypothesis and accept the alternate hypothesis.

The table 9 above showed that the F-calculated was 9.767 while the F-tabulated was 1.94. Since F calculated is greater than F-tabulated, the null hypothesis was rejected and the alternative hypothesis was accepted indicating that there is significant relationship between the various interior decorations used in the hotel and there influence on customer perception.

Hypothesis Two: There is no significant relationship between the gender perceptions on the influence of interior decoration in the hotels.

H0: There is no significant relationship between the gender perceptions on the influence of interior decoration in the hotels.

H1: There is significant relationship between the gender perceptions on the influence of interior decoration in the hotels.

Table 10: The Regression Analysis of the Gender Perceptions on the Influence of Interior Decoration in The Hotels

	Sum of squares	d.f	Mean square	F-cal	F-tab
Regression	2.272	8	0.284	8.114**	1.94
Residual	13.813	390	0.035		
Total	16.085				

Note: ** is significant at 5%

Decision rule: If $F_{\text{calculated}}$ is greater than $F_{\text{tabulated}}$, then reject the null hypothesis and accept the alternate hypothesis.

The table 10 above showed that the $F_{\text{calculated}}$ was 8.114 while the $F_{\text{tabulated}}$ was 1.94. Since $F_{\text{calculated}}$ is greater than $F_{\text{tabulated}}$, the null hypothesis was rejected and the alternative hypothesis was accepted indicating that there is significant relationship between the gender perceptions on the influence of interior decoration in the hotels.

FINDINGS OF THE STUDY

The findings of the research showed that respondents perceived the overall influence of the interior decoration on the hotels as positive because the mean responses of the perception of the influence were greater than 3.0. The usefulness of interior decoration to the hotel in Uyo was also perceived positive the respondents agreed that floor finishing, colour combination and light fittings are the interior decorations that appealed the customer to the hotel while they disagree with wall covering and flower arrangement. The most obvious role of the interior decoration is that it could increase the condition and appearance of hotel with (88%) while the least role is reduction of risks of losing customer in the hotel. The findings from the two hypothesis of the research showed that there is significant relationship between the various interior decorations used in the hotel and their influence on customer perception ($F_{\text{cal}} 9.767 > F_{\text{tab}} 1.94$) and that there is significant relationship between the gender perceptions on the influence of interior decoration in the hotels ($F_{\text{cal}} 8.114 > F_{\text{tab}} 1.94$) level of significance.

DISCUSSION OF FINDINGS

The table 1 showed the interior decoration used in the hotel. Where the respondents agreed that, floor finishing, colour combination and fittings are the various interior decoration use in the hotel with 3.2, 4.8 and 4.4 means respectively while they disagree with wall covering and flower arrangement with 2.0 and 2.5 means. This indicated that the respondents positively agreed to the use of floor finishing, colour combination and light fitting and disagreed with wall covering and flower arrangement as interior decoration in the Uyo hotel considering the clustered mean of 3.4 (from the decision rule any mean response of 3.0 and above should be regarded as a positive). This result is in line with (Pile, 2003) which stated that lighting is the deliberate use of light to achieve a practical or aesthetic effect.

The table 2 showed the interior decoration that appealed to the customer in the hotel. Where the respondents agreed that floor finishing, colour combination and light fittings are the various interior decoration that appealed most to the customer in the hotel with 3.2, 4.8 and 4.4 means respectively, while

they disagree with wall covering and flower arrangement with the means 2.0 and 2.5. This indicated that the respondents positively agreed floor finishing, colour combination and light fittings and disagree with wall covering and flower arrangement as interior decoration that appealed customer in the Uyo hotel considering the clustered mean of 3.4 (from the decision rule any mean response of 3.0 and above should be regarded as a positive).

This agrees to the work of Atasi (2010) which states that customer satisfaction is the only reason a customer will repeat visit to a hotel.

Table 3 indicates the responses of the respondent on the influence of interior decoration on the hotel profitability. The table shows that out of 400 respondents, 39% which is 156 of the respondent strongly agree that interior decoration increased the hotel profitability, 50.2% which is 201 of the respondent agree that interior decoration will increase the hotel profitability, 3.3% which is 13 of the respondent is uncertain if that interior decoration will increase the hotel profitability, 6.2% which is 25 of the respondent disagree that interior decoration will increase the hotel profitability while 1.3% which is 5% of the respondent strongly disagree that interior decoration will increase the hotel profitability. This indicates that interior decoration will increase the hotel profitability. This is in line with the work of Akuwuchike (2008) that explained that effectively maintained interior decoration facility is a highly profitable one.

Table 4 indicates the responses of the respondent on the interior decoration increase customer loyalty. The table shows that out of 400 respondents, 35% which is 140 of the respondent strongly agree that interior decoration will increase customer loyalty, 47.3% which is 189 of the respondent agree that interior decoration will increase customer loyalty, 2% which is 8 of the respondent is uncertain if that interior decoration will increase customer loyalty, 15% which is 60 of the respondent disagree that interior decoration will increase customer loyalty while 0.75% which is 3 of the respondent strongly disagree that interior decoration will increase customer loyalty. This indicates that interior decoration will increase customer loyalty. This justifies the work of Atasi (2010), which states that meeting customer satisfaction is the major factors of guest loyalty.

Table 5 indicates the responses of the respondent on the type of interior decoration which increase and advertise the hotel establishment. The table shows that about 400 respondents, 32.5% which is 130 of the respondent strongly agree that interior decoration will increase advert the hotel establishment, 42.5% which is 170 of the respondent agree that interior decoration will increase advert of the hotel establishment 25% which is 100 of the respondent disagree that interior decoration will increase advert of the hotel establishment.

Table 6 indicates the responds of the respondent on the interior decoration increase patronage of guests. The table shows that out 400 respondents, 52.25% which is 209 of the respondent strongly agree that interior decoration will increase patronage of guests, 37.4% which is 189 of the respondent Agree that interior decoration will increase patronage of guests while 10.25% which is 41 of the respondent disagree that that interior decoration increase patronage of guests. This in relation with the work of Atasi (2010) which stated that high quality interior decoration is the reason for quest selection of hotels.

Table 7 indicates the responds of the respondent on the interior decoration making a hotel better than other competitors. The table shows that out 400 respondents, 32.5% which is 130 of the respondent strongly agree that interior decoration will make a hotel better than other competitors, 30% which is 120 of the respondent Agree that interior decoration will make a hotel better than other competitors, 2.5% which is 10 of the respondent is uncertain if that interior decoration will make a hotel better than other competitors, 25% which is 100 of the respondent disagree that interior decoration will make a hotel better than other competitors while 10% which is 40 of the respondent strongly disagree that interior decoration will make a hotel better than other competitors.

The table 8 showed the role of interior decoration in the sustainability of the hotels in Uyo where 54.25% of the respondents stated that hotel could be increased in durability through interior decoration, 42% stated that interior decoration could increase the effectiveness of the functioning of the hotel in Uyo, 46.75% stated that interior decoration could reduce the risks of losing customer in the hotel, 78.50% stated the interior decoration could increase the level of patronage in the hotel, 75.25% stated that the interior decoration could increase the condition and appearance of the hotel while 25.50% of the respondent stated that interior decoration could cause the hotel to be in a long term business. This is in line with Akuwudike (2008) research work which states that poor maintenance strategies are the number one killer of sustainability.

Table 9 showed the regression analysis of various interior decorations used in the hotel and there influence on customer perception. Where the F-calculated was 9.767 while the F-tabulated was 1.94. Since F calculated is greater than F-tabulated, the null hypothesis was rejected and the alternative hypothesis was accepted indicating that there is significant relationship between the various interior decorations used in the hotel and there influence on customer perception. This justifies the work of Atasi (2010) which states that customer influence and satisfaction is the major factors of guest loyalty.

Table 10 showed the regression analysis of the gender perceptions on the influence of interior decoration in

the hotels. Where the F-calculated was 8.114 while the F-tabulated was 1.94. Since F calculated is greater than F-tabulated, the null hypothesis was rejected and the alternative hypothesis was accepted indicating that there is significant relationship between the gender perceptions on the influence of interior decoration in the hotels.

CONCLUSION

Interior decoration is very important for the sustainability of hotels in Uyo. It is necessary for hotel industry to understand the factors facing the industry and be able to tackle them by ascertaining the factors responsible for low interior decoration practice in Uyo hotels. In order for Uyo hospitality establishment to be better sustained the hotels needs to imbibe a better habit of maximizing the interior decoration culture. Hotel management needs to make interior decoration activities part of their strategic plan and ensure it is implemented at operational level. This will address effective and efficient marketing efforts, which will help to enhance competitive position of hospitality establishments within Akwa-Ibom state and the country on the global hospitality map.

Recommendations

Since the value, usefulness and importance of any study is measured by its relevance to the society, this research provides a platform for further research such as:

1. How to make customers love your hotel, keep them coming back and tell everyone they know.
2. The design of service delivery systems and their impacts on customer satisfaction in hospitality industry.
3. Healthy decorative environment equal customer satisfaction.
4. Customer satisfaction is worthless, customer loyalty is priceless for hospitality establishment.

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