

**SERVICE CONVENIENCE AND CUSTOMER PATRONAGE OF SELECTED HOTELS IN ASABA, DELTA STATE**

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**ABSTRACT**

This study examines the relationship between service convenience dimensions; ease of access, transaction convenience, and benefit convenience and customer patronage. The research was conducted to understand how convenience-related factors influence customer behaviour in service delivery contexts. A quantitative research design was adopted, and data were collected through structured questionnaires administered to customers. Statistical analysis was carried out using regression techniques to determine the strength and significance of the relationships between the variables. The results revealed that ease of access has a significant positive relationship with customer patronage, indicating that location and accessibility play a crucial role in attracting and retaining customers. Similarly, transaction convenience was found to significantly enhance customer patronage by simplifying and speeding up service processes. Benefit convenience also demonstrated a significant relationship with patronage, highlighting the importance of timely and efficient service delivery. The study concludes that service convenience is a strategic driver of customer patronage. It recommends that service firms improve accessibility, streamline transactions, and ensure efficient benefit delivery to enhance customer satisfaction and loyalty. These findings contribute to the growing body of knowledge on service convenience and offer practical insights for managers seeking to strengthen customer relationships in competitive service environments.

***Keywords: Service Convenience, Ease of Access, Transaction Convenience, Benefit Convenience and Customer Patronage***

**INTRODUCTION**

The hospitality industry plays a vital role in the economic development of Asaba, Delta State, with hotels serving as key players in providing accommodation, relaxation, and other hospitality services to tourists, business travellers, and local customers. However, despite the increasing number of hotels in Asaba, customer patronage remains inconsistent across various establishments. One crucial factor influencing customer patronage is service convenience, which encompasses accessibility, transaction efficiency, decision-making ease, benefit convenience, and after-service support. Service convenience has been identified as a key determinant of customer satisfaction and loyalty in the hospitality sector (Babatunde & Kemi, 2021). Customers seek hotels that offer seamless booking processes, quick check-ins and check-outs, reliable online reservations, convenient payment options, and responsive customer service. However, anecdotal evidence and preliminary observations suggest that some hotels in Asaba struggle with providing these conveniences, leading to low customer retention rates, negative word-of-mouth, and reduced profitability. Despite the importance of service convenience, much or no empirical studies have been conducted to assess its impact on customer patronage in hotels within Asaba. Many hotel operators continue to rely on traditional service delivery methods, without fully leveraging digital innovations and customer-centric approaches to improve convenience. This gap in knowledge and practice necessitates an in-depth investigation into how service convenience influences customer patronage in the hotel industry in Asaba.

**Objectives of the Study**

This study seeks to examine the interplay between service convenience and customer patronage of selected hotels in Asaba, Delta State. The specific objectives are to:

1. determine the relationship between access convenience and customer patronage of selected hotels in Asaba.
2. identify the relationship between transaction convenience and customer patronage of selected hotels in Asaba.
3. examine the relationship between benefit convenience and customer patronage of selected hotels in Asaba.

### Research Questions

1. What is the relationship between access convenience and customer patronage of selected hotels in Asaba?
2. What is the relationship between transaction convenience and customer patronage of selected hotels in Asaba?
3. What is the relationship between benefit convenience and customer patronage of selected hotels in Asaba?

### Research Hypotheses

Ho<sub>1</sub>: There is no significant relationship between access convenience and customer patronage of selected hotels in Asaba.

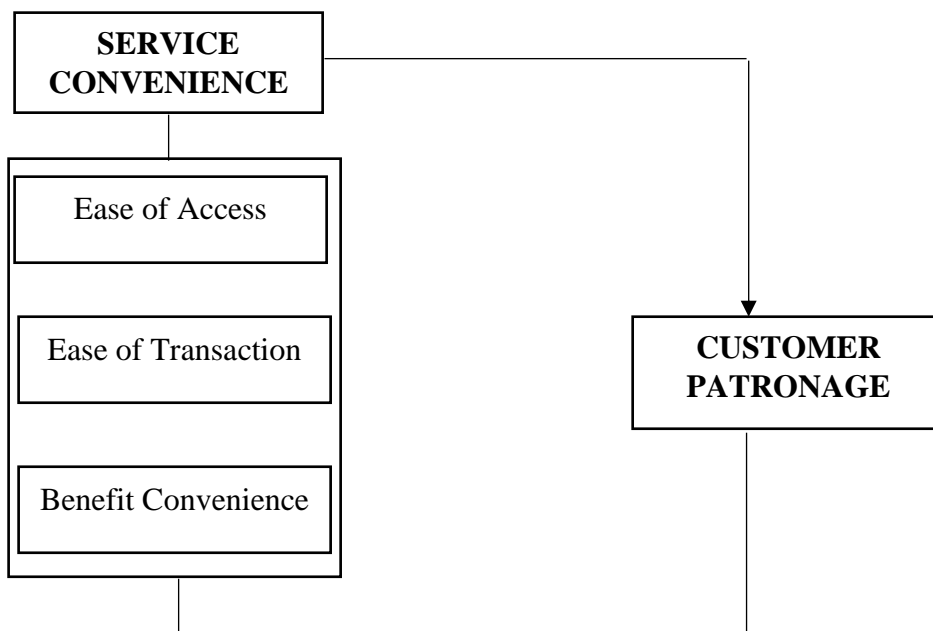
Ho<sub>2</sub>: There is no significant relationship between transaction convenience and customer patronage of selected hotels in Asaba.

Ho<sub>3</sub>: There is no significant relationship between the benefit, convenience and customer patronage of selected hotels in Asaba.

### LITERATURE REVIEW

#### LITERATURE REVIEW

#### Conceptual Framework



**Figure 1. Conceptual Framework of Service Convenience and Customer Patronage**

Source: Adopted from Berry et al. (2002).

The framework illustrates the relationship between the customer patronage (criterion variable), and the service convenience (predictor variable) with ease of access, ease of transaction and benefit convenience as dimensions. It further posits that the customer patronage, is a function of service convenience express through ease of access, ease of transaction and benefit convenience.

### **Service Convenience**

Service convenience refers to the degree to which a service is perceived to be easy to access, use, and benefit from. It is a critical determinant of customer satisfaction, loyalty, and purchase decisions, especially in highly competitive and time-sensitive service environments (Berry et al., 2002). As consumers increasingly value their time, convenience has become a central component in service marketing and strategy. Berry et al. (2002) introduced the seminal model that defined service convenience across five key dimensions: decision convenience (ease of deciding to use a service), access convenience (ease of reaching the service), transaction convenience (ease of completing the service), benefit convenience (ease of gaining the benefits), and post-benefit convenience (ease of resolving problems or follow-up).

This multidimensional view recognises that convenience is not a single factor but an aggregation of experiences across the customer journey. Subsequent studies have built upon this framework to explore the relationship between service convenience and behavioural outcomes. For instance, Colwell et al. (2008) found that convenience positively influences customer satisfaction and loyalty intentions, particularly in industries like retail banking, healthcare, and e-commerce. The rise of digital platforms has significantly reshaped the expectations of service convenience. Services delivered through mobile apps, websites, and self-service kiosks emphasise speed, accessibility, and simplicity (Roy et al., 2018). In the context of e-commerce and mobile banking, service convenience has been identified as a key driver of customer retention and competitive advantage (Wu & Mohiuddin, 2020). Omni-channel strategies further enhance convenience by allowing consumers to switch between channels seamlessly (Herhausen et al., 2015). Research by Lin and Lekhawipat (2016) showed that integrating physical and digital service channels boosts customer perception of convenience and reduces service abandonment.

### **Dimensions of Service Convenience**

The Service Convenience according Berry et al. (2002), is consumer's perception of the time and effort required to acquire or use a service, emphasising that convenience is not merely a functional attribute but a strategic determinant of customer satisfaction, loyalty, and competitive advantage. Berry et al. (2002) outline five interrelated dimensions of service convenience, which together frame how customers evaluate service experiences. These includes decision convenience, access convenience, transaction convenience and benefit convenience. This study however, adopted ease of access, transaction convenience and benefit convenience as dimensions of service convenience based hospitality firms (hotels) where this study is domiciled.

### **Ease of Access**

Service convenience is widely recognised as a multidimensional construct, with *ease of access* representing one of its most fundamental dimensions (Seiders et al., 2017; Berry et al., 2002). Ease of access refers to the degree to which consumers are able to reach, interact with, or initiate transactions with a service provider without facing significant obstacles. These obstacles may take various forms, physical, such as geographic distance, poor transportation networks, or inadequate signage; temporal, such as limited operating hours or long waiting times; demographic, including age-related or mobility constraints; economic, such as affordability of transport or service fees; or linguistic, where language barriers impede smooth communication (Seiders et al., 2017). In practical terms, ease of access reflects how effortlessly customers can establish contact and utilise a service

through different entry channels, including physical visits (walk-ins), scheduled appointments, or remote interactions via telephone, websites, and mobile applications. When access is convenient, consumers are more likely to perceive the service encounter as efficient, user-friendly, and reliable, which positively shapes their satisfaction and willingness to return (Keni et al., 2023; Chang et al., 2020).

In the hospitality industry, ease of access plays a critical role in shaping customer experiences and influencing choice behaviour. For example, hotels that are strategically located near transportation hubs, major roads, or city centres offer customers a significant convenience advantage, particularly for business travellers and tourists who value proximity and time efficiency. Beyond physical location, ease of access also involves communication accessibility, such as the ability to reach hotel staff promptly through responsive telephone lines, chatbots, social media, or mobile apps. Hotels that provide 24-hour reception services, real-time support, or multilingual communication options create a perception of reliability and inclusiveness, which can enhance overall service evaluation. Ultimately, ease of access is not merely a functional attribute of service delivery but a strategic differentiator. Service providers that minimise access barriers and optimise convenience are better positioned to attract and retain customers, foster loyalty, and strengthen their competitive edge. This makes ease of access a critical dimension for sectors such as hospitality, where customer expectations are shaped by both location-based convenience and technological responsiveness.

### **Ease of Transaction**

Ease of transaction refers to the perceived time, effort, and complexity involved in completing a service purchase or exchange (Seiders et al., 2022; Berry et al., 2002; Jiang et al., 2012). It captures how smoothly and efficiently customers are able to execute key transactional activities such as making payments, managing bookings, confirming reservations, or finalising service-related tasks. In an optimally designed service encounter, the transactional process is intended to be seamless and user-friendly, requiring minimal cognitive or physical effort from the customer. The goal is to enable clients to complete transactions swiftly, conveniently, and without frustration, thereby enhancing the overall service experience and encouraging repeat patronage. Ease of transaction is shaped by several interrelated factors, including the availability of multiple payment options, the speed of transaction processing, and the simplicity of administrative procedures. In hospitality settings, for example, this involves allowing customers to book rooms online, receive real-time confirmation, and make payments through preferred channels such as credit/debit cards, digital wallets, bank transfers, or cash. Hotels that offer flexible, secure, and familiar payment methods while minimizing the number of steps required to complete a transaction tend to provide superior perceived convenience (Chang et al., 2020; Keni et al., 2023).

### **Benefit Convenience**

Reflects the time, effort, and cognitive resources a consumer must expend to receive or enjoy the core benefit of a service (Berry et al., 2002). Put simply, it captures how effortless it is for customers to actually consume the service they have paid for, once the decision-making and transactional stages have been completed. Unlike earlier dimensions such as *decision convenience* (which focuses on choice-making) or *transaction convenience* (which deals with completing the purchase), benefit convenience pertains to the consumption stage—when customers experience the service's intended outcome. For example, in a restaurant context, benefit convenience is reflected in how promptly and efficiently meals are served once ordered, the ease of interacting with waitstaff, and the overall flow of the dining experience.

Benefit convenience plays a pivotal role in shaping customer experiences in travel, tourism, and fitness services, benefit convenience determines how quickly and effortlessly clients can enjoy facilities or experiences. For instance, fitness centres with efficient registration systems, clear

signage, and well-maintained equipment provide greater benefit convenience than those with bureaucratic check-ins or congested spaces. Tsaur et al. (2012) found that convenience benefits were strong predictors of customer satisfaction and repurchase intentions in Taiwanese health clubs, highlighting the importance of smooth service consumption in leisure contexts. For hotels, this might include ensuring that guests can check into their rooms without delay, access amenities easily, and receive prompt service when needed. For restaurants, it involves timely meal delivery and attentive service. For digital platforms, benefit convenience hinges on intuitive interfaces, quick load times, and reliable functionality. In each case, reducing the effort customers expend during service consumption is key to sustaining competitive advantage, particularly in markets where service quality is a differentiating factor.

### **Customer Patronage**

Customer patronage in the hotel industry refers to the extent to which customers repeatedly choose and engage with particular hotels for their accommodation and related service needs (Rahman, Haque, & Ahmad, 2021). It encompasses both the frequency of visits and the depth of loyalty exhibited by guests, often reflected in positive word-of-mouth, repeat bookings, and consistent preference over competing hospitality providers (Boateng & Agyemang, 2022). Patronage behaviour is not arbitrary; it is shaped by a complex interplay of personal preferences, psychological motivations, and external influences, all of which vary across customer segments (Wang & Wang, 2021). Key determinants of hotel patronage include service quality, perceived value for money, location, brand reputation, customer satisfaction, and, increasingly, digital footprints such as online reviews and ratings (Nguyen & Tran, 2021; Zhao, Wu, & Xu, 2023).

Service quality, in particular, plays a pivotal role in determining a guest's overall experience and likelihood of return. Elements such as staff responsiveness, room cleanliness, availability of amenities, and personalised interactions contribute significantly to satisfaction levels and influence future patronage decisions (Al-Refaie & Bataineh, 2023). In addition, fair and competitive pricing enhances perceived value and builds trust among cost-conscious guests, which increases their willingness to return or recommend the hotel (Kim, Lee, & Park, 2022; Yusuf & Adamu, 2021). In today's highly competitive and rapidly evolving hospitality landscape, where customer preferences are becoming increasingly individualised, value-driven, and experience-oriented, understanding the multifaceted nature of customer patronage is critical for hotel managers and marketers. A deep understanding of these factors enables hospitality firms to craft customer-centric strategies, improve service delivery systems, and foster long-term loyalty, thereby driving sustainable growth and profitability (Rahman et al., 2021; Boateng & Agyemang, 2022).

### **Theoretical Foundation**

The theoretical foundation of this study provides the conceptual lens through which the relationship between service convenience and customer patronage in hotels, particularly in Asaba, Delta State, is examined. The framework draws from established service marketing theories that explain consumer decision-making, satisfaction, loyalty, and patronage behaviour. Given the growing competition in the hospitality industry in Delta State, understanding how perceived service convenience affects customer decisions is crucial for hotel managers aiming to attract and retain clientele. As such, this study adopts Service Convenience Theory (Berry, Seiders & Grewal, 2002) as baseline theory.

### **Service Convenience Theory (Berry et al., 2002)**

The Service Convenience Theory, introduced by Berry et al. (2002), is central to understanding how convenience shapes consumer behaviour in service settings. The theory defines service convenience as the consumer's perception of the time and effort required to acquire or use a service, emphasising

that convenience is not merely a functional attribute but a strategic determinant of customer satisfaction, loyalty, and competitive advantage. In today's fast-paced service environment, where customers often face time scarcity and multiple options, convenience can significantly influence decision-making and long-term patronage. Berry et al. (2002) outline five interrelated dimensions of service convenience, which together frame how customers evaluate service experiences:

**Decision Convenience:** the ease with which customers can identify, compare, and choose between available options. In the hospitality context, this includes online visibility of hotels, transparency of service offerings, and clarity of pricing. For instance, hotels that provide detailed websites and user-friendly booking platforms reduce customer effort in evaluating alternatives.

**Access Convenience:** the effort required to physically or digitally reach the service provider. In hotel services, this could mean proximity to major roads, airports, or business hubs, as well as digital accessibility through mobile applications and online booking platforms. High access convenience lowers barriers to patronage and widens customer reach.

**Transaction Convenience:** the speed and ease with which transactions are completed. In hospitality, seamless booking, fast check-in and check-out processes, and efficient payment systems (including digital and mobile payment options) enhance transaction convenience, thereby reducing frustration and saving time.

**Benefit Convenience:** the extent to which customers can efficiently obtain and enjoy the promised service benefits. In hotels, this dimension includes quick room readiness, reliable amenities (Wi-Fi, electricity, water supply), and prompt delivery of food and beverage services. When core services are delivered without unnecessary delays, the overall guest experience improves significantly.

**Post-Benefit Convenience:** the ease with which customers can resolve issues or access after-service support. In hospitality, this includes complaint handling, refund policies, and responsiveness to service failures. Effective post-benefit support often translates into greater trust, loyalty, and willingness to return, even after a service lapse.

### **Relevant of the Theory**

In the context of Asaba, Delta State, these dimensions of convenience are increasingly relevant. Asaba's strategic position as a political and commercial hub, coupled with its proximity to Onitsha, a major West African trading city, has led to growing demand for hospitality services from diverse customer groups, including political dignitaries, business travellers, tourists, students, and leisure seekers. For these customers, who often face time pressures and high service expectations, convenience plays a decisive role in hotel selection and loyalty. Hotels such as Orchid Hotels, Hampton Towers, and Best Western Plus Elomaz Hotel have begun leveraging digital innovations (mobile booking apps, online check-in, and automated payment systems) and operational efficiency (24-hour concierge services, rapid check-in/out) to enhance service convenience. These strategies not only improve the customer experience but also foster repeat patronage, positive word-of-mouth, and long-term competitiveness in a crowded market.

Recent studies reinforce the importance of service convenience in hospitality. For instance, Keni, Chien, and Widjaja (2023) found that service convenience significantly predicts customer satisfaction and loyalty in hotels, while Arora and Sahney (2023) argue that convenience is a central driver of behavioural intentions in tourism and hospitality contexts. Similarly, Abdullah et al. (2023) highlight that dimensions such as transaction and post-benefit convenience strongly influence repurchase intentions, particularly in competitive urban markets. These findings underscore the theoretical and practical relevance of Berry et al.'s (2002) model for understanding customer behaviour in Asaba's growing hospitality sector.

**Empirical Literature Review**

Gladson-Nwokah and Olori (2025) conducted an empirical investigation on the influence of service convenience on customer patronage in 3-star hotels located in Port Harcourt, Nigeria. The study adopted a quantitative approach using structured questionnaires administered to 120 hotel guests across six selected establishments. Through multiple regression analysis, the researchers found that prompt service delivery, staff availability, and location convenience significantly influenced customer patronage. Specifically, all dimensions of service convenience recorded positive and statistically significant beta coefficients ( $p < 0.05$ ), indicating that guests who experienced minimal delays, easily accessible service personnel, and convenient hotel locations were more likely to revisit or recommend the hotel. The study underscores the critical role that operational efficiency and physical access play in enhancing customer behaviour in mid-range hospitality settings. In a similar context but with a focus on upscale hospitality, Madu et al. (2023) examined the determinants of customer loyalty in 5-star hotels in Abuja, Nigeria. The study surveyed 250 domestic and international guests using a Likert-scale instrument and analysed the data using regression and correlation analysis. The findings revealed that employee commitment, encompassing friendliness, attentiveness, and professional demeanour, as well as responsiveness to customer needs (e.g., room service speed, front desk efficiency), were strong predictors of customer loyalty and repeat visits. These service elements closely align with the concepts of benefit convenience (the speed of obtaining service benefits) and transaction convenience (ease of completing the service process). The implication is that in luxury hotels, personalised and timely service experiences are essential to maintaining high patronage levels.

Ebi and Iweka (2024) focused their study on access convenience among business travellers in Yenagoa, Bayelsa State. Their research employed a cross-sectional survey design targeting corporate clients in 10 business-class hotels. The results showed a statistically significant relationship between proximity to key infrastructure, such as airports, business districts, and major roads and customer patronage behaviour. Business travellers, who typically prioritise time efficiency, preferred hotels that were easily reachable and strategically located. This study highlights the importance of access convenience as a competitive advantage, particularly in attracting and retaining corporate clientele. Expanding the geographic scope beyond Nigeria, Chikazhe and Tafireyi (2022) investigated the influence of service convenience on loyalty in Harare, Zimbabwe. Their study used structural equation modelling (SEM) to distinguish between attitudinal loyalty (e.g., positive feelings or preferences toward a brand) and behavioural loyalty (e.g., repeat bookings and recommendations). The findings revealed that service convenience, defined by speedy check-in procedures, online reservation systems, and responsive customer service, had a greater effect on behavioural loyalty than attitudinal loyalty. This suggests that customers' repeat actions are more directly driven by convenience than their emotional attachment to a hotel brand, emphasising the transactional nature of convenience.

Ali and Amin (2016) contributed to the discourse through their study of hotel guests in Malaysia, employing structural equation modelling (SEM) to examine the impact of service convenience on revisit intentions. Data collected from 300 guests showed that mobile check-in, digital concierge services, and location convenience were significant predictors of customer loyalty and intention to return. The study confirmed a robust and positive path coefficient between service convenience and loyalty behaviour, highlighting how technology-enabled convenience is reshaping customer expectations in the hospitality industry. Wu and Ko (2013) investigated the predictive power of different service convenience dimensions in full-service hotels in Taiwan. The study sampled 210 hotel guests and utilised confirmatory factor analysis (CFA) followed by regression modelling. The results showed that both transaction convenience (ease and speed of booking, check-in, and payment) and post-benefit convenience (efficiency in handling complaints and after-service support) had a significant positive effect on customer satisfaction, which in turn influenced customer retention

and patronage. The authors emphasised that effective post-service engagement, such as follow-up calls or timely problem resolution, was as critical to sustained patronage as the initial service delivery.

Finally, Srivastava and Kaul (2014) evaluated boutique hotels in India using moderated regression analysis to explore the interaction effect between service quality and service convenience on repurchase intention. The study revealed that service convenience played a moderating role, enhancing or diminishing the impact of service quality on customer behaviour. This implies that even in scenarios where service quality is high, a lack of convenience (such as a complicated booking process or inefficient staff response) can reduce the likelihood of return visits. The study thus advocates for a holistic service design that integrates convenience as a core component alongside quality.

### **Gap in the Literature**

Although previous studies have extensively examined the relationship between service convenience and customer patronage in the hospitality industry, several important research gaps remain. First, most empirical studies have focused on specific service convenience dimensions in isolation, such as access convenience (Ebi & Iweka, 2024), transaction convenience (Wu & Ko, 2013), or benefit convenience (Madu et al., 2023), rather than adopting a comprehensive multidimensional approach. While Gladson-Nwokah and Olori (2025) examined several dimensions simultaneously in Port Harcourt, their focus was limited to operational efficiency and physical access, without integrating post-benefit convenience or decision convenience. This leaves a conceptual gap in understanding how the combined effect of multiple service convenience dimensions influences patronage behaviour, particularly in mid-range and emerging hospitality markets.

Second, there is a notable geographic concentration of studies in urban or luxury hotel contexts, such as Port Harcourt (Gladson-Nwokah & Olori, 2025), Abuja (Madu et al., 2023), and Yenagoa (Ebi & Iweka, 2024). Few studies have examined service convenience and customer patronage within fast-growing but less extensively researched urban hospitality hubs such as Asaba, Delta State. Given Asaba's expanding hotel industry and its unique customer segments, including business travellers, tourists, students, and internet entrepreneurs, this gap limits the generalisability of existing findings to other socio-economic and cultural contexts within Nigeria. Third, technological advancements and digital service innovations are underexplored in the Nigerian context, despite evidence from Malaysia (Ali & Amin, 2016) and Zimbabwe (Chikazhe & Tafireyi, 2022) demonstrating that mobile check-ins, online reservations, and digital customer service channels significantly shape loyalty and patronage. Many Nigerian studies have focused on traditional service interactions (e.g., staff responsiveness, location) rather than examining how digital convenience tools influence contemporary hotel patronage behaviour. This creates a temporal gap, as customer expectations are rapidly evolving in response to digital transformation in hospitality.

Fourth, most prior research has primarily utilised quantitative, cross-sectional survey designs, which, while useful for establishing statistical relationships, offer limited insight into underlying behavioural mechanisms. Few studies have explored how different service convenience dimensions interact with psychological or experiential factors (e.g., perceived effort reduction, satisfaction, trust) to shape patronage decisions. Moreover, studies like Srivastava and Kaul (2014) that explore moderating or mediating relationships are relatively scarce in the Nigerian context, leaving a methodological and theoretical gap. Finally, the majority of existing studies focus on behavioural loyalty (e.g., repeat bookings, revisit intentions), while fewer examine attitudinal loyalty or long-term emotional commitment (Chikazhe & Tafireyi, 2022). This limits understanding of how service convenience influences not only transactional outcomes but also deeper forms of customer attachment that drive sustainable loyalty.

## THE STUDY

This study adopts a descriptive survey research design. The target population consists of customers of registered 3-star and 4-star hotels in Asaba, Delta State, including both leisure and business travellers. The hotels considered include Orchid Hotels, Hampton Towers, and Best Western Plus Elomaz Hotel in Asaba, Delta State. A multi-stage sampling technique was adopted: Purposive sampling was used to select hotels that have digital booking platforms, in-house restaurant services, and customer service desks indicators of service convenience features. Convenience sampling was then used to select 87 guests who were available and willing to participate during the data collection period. The sample size is therefore, 86 guest who participated in the study. A structured questionnaire was used to gather data for the study. The data was validated through scholars review in hospitality and marketing. Pilot testing was conducted on 30 hotel guests outside the sample frame to assess clarity. Reliability was tested using Cronbach's Alpha, with a benchmark value of  $\geq 0.70$  indicating internal consistency. Descriptive statistics (mean, standard deviation) was used to summarise responses. Inferential statistics, such as Pearson Product Moment Correlation Coefficient (PPMC), was used to test the relationship between service convenience and customer patronage or determine the predictive power of each dimension of service convenience on customer patronage. Statistical analysis was carried out using SPSS version 26.

## RESULT

### Data Presentation

Questionnaires were distributed to 87 respondents representing (100%). 71 of the said sums of questionnaires were filled and successfully returned representing 81.6% while 16 of the said sums were not returned also representing 18.4%. It must be stated that the analysis is based on the 71 returned questionnaires from the respondents of the study.

**Table 1: Summary of Descriptive Analysis of All Variables**

Variable	Number of Items	of Mean Range	Overall (Approx.)	Mean Std. Deviation Range
Ease of Access	5	4.06 – 4.14	4.10	1.112 – 1.143
Transaction Convenience	5	4.07 – 4.51	4.19	1.121 – 1.144
Benefit Convenience	5	4.12 – 4.22	4.18	1.047 – 1.147
Customer Patronage	5	4.11 – 4.29	4.17	1.049 – 1.171

**Source:** SPSS Output of Data Analysis on Service Convenience and Customer Patronage (2025)

Table 1 presents a summary of the descriptive analysis of all study variables, namely ease of access, transaction convenience, benefit convenience, and customer patronage. Mean scores and standard deviations were used to assess respondents' perceptions across these dimensions. Overall, all variables recorded high mean values, well above the benchmark of 3.00 on a five-point Likert scale. This indicates that respondents generally held positive views about the hotel services and their experiences.

**Ease of access** recorded an overall mean of approximately 4.10, showing that guests find hotels easy to locate, reach, and contact, with operating hours that suit their needs.

**Transaction convenience** recorded the highest overall mean (about 4.19), reflecting that booking, payment, and check-in/check-out processes are quick, clear, and user-friendly. This suggests that hotels are effectively reducing customers' effort during service transactions.

**Benefit convenience** also showed strong results (overall mean  $\approx 4.18$ ), indicating that guests enjoy hotel services with minimal stress, timely service delivery, and readily available staff support.

**Customer patronage** recorded an overall mean of about 4.17, confirming that guests frequently use these hotels, intend to continue doing so, and are willing to recommend them to others. The table clearly shows that high levels of service convenience across all dimensions are associated with strong customer patronage among hotel guests in Asaba.

### Data Analysis

In this section, the formulated hypotheses were tested adopting Pearson Product Moment Correlation Coefficient (PPMC). All the analyses were carried out with the aid of the Statistical Package for Social Sciences (SPSS) version 24.0.; while the decision rule that guided the test of hypotheses is, if significant/probability value (PV)  $< 0.05$  (level of significance) = reject the null and conclude significant relationship and if the significant probability value (PV)  $> 0.05$  (level of significance) = accept the null and conclude insignificant relationship; while in determining the degree or strength of relationship between the variables under focus, this study adopted the categorization key set by Evans (1996) as follows:

**Table 2: Description on Range of correlation (r) values and the corresponding Level of Relationship**

Range of r with positive and negative sign values	Descriptive level of Relationship	Remark
0.00 - 0.19	Very Low	Very Weak
0.20 - 0.39	Low	Weak
0.40 - 0.59	Moderate	Moderate
0.60 - 0.79	High	Strong
0.80-1.00	Very High	Very Strong

The sign of the correlation coefficient indicate the direction of relationship or relationship between the variables: thus (+) depicts a positive relationship while (-) depicts a negative one. The strength of the relationship is determined by the magnitude of the correlation coefficient (r): where zero (0) value indicate no relationship and one (1) indicates a perfect relationship. Hence the closer the value is to 1 tells of a strong relationship and the closer the value is to zero (0) tells of a weak relationship.

### Test of Hypotheses

#### Hypothesis 1

H<sub>01</sub>: There is no significant relationship between access convenience and customer patronage of selected hotels in Asaba.

**Table 3: Correlation Analysis between Ease of Access and Customer Patronage Correlations**

		Ease of Access	Customer Patronage
Ease of Access	Pearson Correlation	1	.697**
	Sig. (2-tailed)		.000
	N	71	71
Customer Patronage	Pearson Correlation	.697**	1
	Sig. (2-tailed)	.000	
	N	71	71

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: (SPSS Output 2025).

Table 3 shows that the Pearson's correlation ( $r$ ) = 0.697\*\*, this value is high, implying that a strong relationship exists between the variables. The positive sign of the correlation coefficient means that a positive relationship exists between them. That is to say that an increase in customer patronage is associated with ease of access to the studied hotels. As shown above, the PV is (0.000), this value is  $< (0.05)$  significance level, therefore the null hypothesis was rejected and the researchers conclude that a significant relationship between ease of access and customer patronage

### Hypothesis 2

H<sub>02</sub>: There is no significant relationship between transaction convenience and customer patronage of selected hotels in Asaba.

**Table 4: Correlation Analysis between Transaction Convenience and Customer Patronage**

		Transaction Convenience	Customer Patronage
Transaction Convenience	Pearson Correlation	1	.654**
	Sig. (2-tailed)		.000
	N	71	71
Customer Patronage	Pearson Correlation	.654**	1
	Sig. (2-tailed)	.000	
	N	71	71

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: (SPSS Output 2025).

The illustration above revealed that the Pearson correlation on the relationship between transaction convenience and customer patronage is (0.654\*\*), based on the categorization in the Table 4, the evaluation is high, indicating that a positive and strong relationship exists between variables. This means, an increase in customer patronage is associated transaction convenience of the studied hotels in Asaba. As shown above, the PV is (0.000), this value is  $< (0.05)$  significance level, therefore the null hypothesis was rejected and the researchers conclude that a significant relationship between transaction convenience and customer patronage.

### Hypothesis 3

H<sub>03</sub>: There is no significant relationship between the benefit convenience and customer patronage of selected hotels in Asaba.

**Table 5: Correlation Analysis between Benefit Convenience and Customer Patronage**

		Benefit Convenience	Customer Patronage
Benefit Convenience	Pearson Correlation	1	.797**
	Sig. (2-tailed)		.000
	N	71	71
Customer Patronage	Pearson Correlation	.797**	1
	Sig. (2-tailed)	.000	
	N	71	71

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: (SPSS Output 2025).

Table 5 shows that the Pearson's correlation ( $r$ ) = 0.797\*\*, this value is high, implying that a strong relationship exists between benefit convenience and customer patronage. The positive sign of the correlation coefficient means that a positive relationship exists between them. That is to say that increased customer patronage is associated with increased benefit convenience in the studied

hotels. As shown above, the PV is (0.000), this value is  $< (0.05)$  significance level, therefore the null hypothesis was rejected and the researchers conclude that a significant relationship exists between benefit convenience and customer patronage.

## **DISCUSSION OF FINDINGS**

The results of this study revealed three key findings:

- There is a significant relationship between ease of access and customer patronage.
- There is a significant relationship between transaction convenience and customer patronage.
- There is a significant relationship between benefit convenience and customer patronage.

These findings are consistent with previous empirical studies that underscore the critical role of different dimensions of service convenience in influencing customer behaviour and patronage across hospitality and service contexts.

The positive relationship between ease of access and customer patronage aligns with the work of Ebi and Iweka (2024), who found that proximity to critical infrastructure such as airports, business districts, and major roads significantly affected business travellers' hotel choices in Yenagoa, Bayelsa State. Customers were more likely to patronise hotels that were easily accessible and strategically located, as this reduced travel time and improved overall service experience. Similarly, Gladson-Nwokah and Olori (2025) highlighted location convenience as a significant predictor of customer patronage in Port Harcourt's mid-range hotels, reinforcing the idea that ease of access enhances service attractiveness and repeat usage.

The finding regarding transaction convenience is supported by Wu and Ko (2013), who established that transaction convenience defined as the ease and speed of booking, check-in, and payment positively influenced customer satisfaction and retention in Taiwanese full-service hotels. Likewise, Madu et al. (2023) found that responsiveness to customer needs, including front desk efficiency and room service speed, strongly predicted loyalty in Abuja's 5-star hotels. These results suggest that when service transactions are simple, quick, and hassle-free, customers are more likely to develop positive experiences that translate into higher patronage levels.

The significant relationship between benefit convenience and customer patronage is consistent with findings from Madu et al. (2023) and Wu and Ko (2013). Madu et al. associated benefit convenience with timely and attentive service delivery, which was shown to drive customer loyalty and repeat visits in upscale hotels. Similarly, Wu and Ko highlighted the importance of post-benefit convenience such as efficient complaint handling and after-service support in sustaining customer satisfaction and repeat patronage. These findings suggest that customers place high value on how quickly and efficiently they can access service benefits and resolve issues, which in turn shapes their overall patronage behaviour.

Beyond the Nigerian context, Chikazhe and Tafireyi (2022) demonstrated in Zimbabwe that service convenience, including fast check-in and responsive customer service, exerted a stronger influence on behavioural loyalty (e.g., repeat bookings) than on attitudinal loyalty (e.g., positive feelings). This underscores that convenience factors primarily drive tangible patronage actions rather than just perceptions. Ali and Amin (2016) further reinforced this by showing that technology-enabled conveniences such as mobile check-in and digital concierge services significantly improved loyalty intentions among hotel guests in Malaysia.

Finally, Srivastava and Kaul (2014) argued that service convenience plays a moderating role between service quality and customer behaviour, suggesting that even high-quality services may not achieve strong patronage if convenience elements are weak. This insight further supports the current study's findings, indicating that access, transaction, and benefit conveniences are not just complementary features but core determinants of customer patronage.

These results provide robust empirical support that ease of access, transaction convenience, and benefit convenience are critical service attributes that significantly drive customer patronage. When

customers experience accessible locations, smooth transactions, and timely benefits, their likelihood of repeat visits, recommendations, and overall loyalty increases. This underscores the need for service providers particularly in the hospitality sector to integrate convenience strategies into their service design and delivery systems.

## **CONCLUSION**

This study examined the relationship between three dimensions of service convenience; ease of access, transaction convenience, and benefit convenience and customer patronage. The findings revealed that all three dimensions have a positive and significant relationship with customer patronage. Specifically, ease of access enhances customers' ability to reach and utilise services effortlessly; transaction convenience simplifies and speeds up service processes; and benefit convenience ensures timely access to service benefits. Collectively, these factors play a critical role in shaping customers' patronage behaviour, including their likelihood of repeat visits, positive recommendations, and overall loyalty. The results underscore the fact that service convenience is not merely a supplementary attribute but a strategic driver of customer patronage, particularly in highly competitive service environments. Firms that effectively integrate convenience elements into their service delivery can differentiate themselves, build stronger customer relationships, and achieve sustainable patronage growth. Enhancing service convenience across access, transaction, and benefit dimensions is essential for attracting and retaining customers in today's competitive service landscape. By strategically embedding convenience into service design and delivery, organisations can significantly improve customer experiences, strengthen loyalty, and drive sustained patronage.

## **RECOMMENDATIONS**

Based on these conclusions, the following recommendations are made:

1. Service providers should prioritise strategic location decisions and improve physical and digital access to their services. This includes situating facilities near major transportation hubs, ensuring clear signposting, and offering efficient online navigation platforms to make services easy to find and use.
2. Organisations should simplify service transactions to reduce waiting times and eliminate unnecessary steps. This can be achieved through streamlined booking systems, faster check-in and payment procedures, and the integration of digital tools such as mobile apps and self-service kiosks to improve transaction convenience.
3. Timeliness and efficiency in delivering core service benefits should be prioritised. Firms should invest in employee training, process optimisation, and technology to ensure that customers receive the expected service benefits quickly and reliably. Responsive complaint handling and after-service support should also be embedded into service operations.
4. Digital innovations such as mobile check-in, online reservations, chatbots, and automated feedback systems can significantly enhance both transaction and benefit convenience. Embracing technology will help reduce service delays, improve accuracy, and increase customer satisfaction.
5. Managers should continually assess customer preferences and pain points to redesign service processes around convenience. Regular feedback collection, customer journey mapping, and periodic service audits can help identify and address barriers to convenient service delivery.

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