

**CUSTOMER CARE AND TURN-UP RATE IN THE HOSPITALITY INDUSTRY IN
KAMPALA: A CASE STUDY OF SELECTED HOTELS IN KAMPALA**

JONAN WESLY MULUNGI

S19B63/228

**A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE AWARD OF A DEGREE OF BACHELOR IN TOURISM
AND HOSPITALITY MANAGEMENT OF UGANDA CHRISTIAN UNIVERSITY**

September, 2024



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa

DECLARATION

DECLARATION

I Mulungi Jonan Wesly hereby declare that this is my original work, is not plagiarized and has not been submitted to any other institution for any award.

Sign..........

Date 20 / 09 / 2024

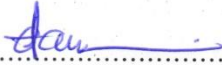
Mulungi Jonan Wesly

S19B63/228

APPROVAL

APPROVAL

I hereby confirm that this research report, authored by MULUNGI JONAN
WESLY registration number, S19B63/228, was conducted under my supervision and is now
ready for submission.

Signature.....  Date..... 20/09/2024

Mr. Karibwije Daniel
ACADEMIC SUPERVISOR

DEDICATION

I dedicate this work to my family, who has been my constant source of support and inspiration along this journey. To my friends, who had faith in me even when I doubted myself, and to my parents, whose love and understanding have always been my sources of strength. My achievements have been fueled by your everlasting belief in my skills. I dedicate this work with deep thanks as a monument to our shared journey.

ACKNOWLEDGEMENT

I owe a debt of gratitude to my supervisor, Mr. Karibwije Daniel, for his unwavering support, mentorship, and helpful advice during this research project. Your wise words and kind criticism have greatly influenced this work and motivated me to keep going.

I would want to express my sincere gratitude to the Uganda Christian University fraternity for creating a learning and development atmosphere. The supportive environment gave me a chance to grow as a person and expand my horizons. I express my gratitude to my colleagues and other researchers for the stimulating discussions and the companionship that have contributed to this rewarding and pleasurable journey.

Above all, I acknowledge that God has been with me during this entire journey. His grace has helped me get through difficult times and has made my way plain when it was dark. His blessings and direction during this journey have humbled me.

To everyone who has offered their assistance with this project in any manner, your presence has made a lasting impression. I want to express my sincere appreciation to each and every one of you.

TABLE OF CONTENTS

DECLARATION.....	i
APPROVAL.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES.....	ix
LIST OF FIGURES	x
ABSTRACT	xi
CHAPTER ONE: GENERAL INTRODUCTION	1
1.0 Introduction.....	1
1.1 Background of the study	1
1.2 Statement of the Problem	4
1.3 Purpose of the Study	5
1.4 Research Objectives	5
1.5 The Research Questions.....	5
1.6 Scope of the study	6
1.6.1 Content scope	6
1.6.2 Geographical scope.....	6
1.6.3 Time scope.....	6
1.8 Significance of the Study.....	6
1.9 Conceptual Framework.....	7
1.10 Definition of terms	8
CHAPTER TWO.....	9
LITERATURE REVIEW.....	9
2.0 Introduction.....	9
2.1 The relationship between the use of polite language and turn up rate in hotels ...	9
2.2 The relationship between quick service and turn up rate in hotels	11
2.3 The relationship between after sales services and turns up rate in hotels.....	13
2.4 The relationship between customer care practices and turn-up rates in the hospitality industry	16

2.5 The impact of integrating technology with customer care on turn-up rates in hotels	17
2.6 Summary of Literature	19
CHAPTER THREE.....	20
RESEARCH METHODOLOGY.....	20
3.0 Introduction.....	20
3.1 Research design	20
3. 2 Description of the population	20
3.3 Sample size	21
3.4 Sampling method.....	22
3.5 Data collection methods	22
3.5.1 Quantitative data collection methods.....	22
3.5.1.1 Questionnaire survey	22
3.6.2 Qualitative data collection methods.....	23
3.6.2.1 Interview guide	23
3.7. Data collection instruments	23
3.7.1 Interview guide	23
3.7.2 Self-administered Questionnaire	23
3.8 Data analysis techniques	24
3.9 Data quality control	24
3.10.1 Validity.....	24
3.10.2 Reliability.....	25
3.11 Data analysis	25
3.12 Data presentation.....	26
3.13 Limitations to the study	26
3.14 Ethical considerations.....	27
CHAPTERFOUR	28
DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF RESULTS	28
4.0 Introduction	28
4.1 Response rate	28
4.2 Social demographic information on the targeted respondents	29

4.2.1 Respondents by Gender	29
4.2.2 Respondents by their age bracket	30
4.2.3 Respondents by their marital status.....	31
4.2.4 Respondents by their terms of employment	31
4.2.5 Respondents by the level of qualification	32
4.2.6 Respondents according to their length of period worked in the selected hotel	33
4.3 Quantitative findings on the general targeted respondents according to the study objectives	34
4.3.1: CUSTOMER CARE	34
4.3.2: TURN-UP RATE	41
4.4 Qualitative Findings Report on Customer Care and Turn-Up Rates from Selected Hotels in Kampala	46
1. The Connection between Turn-Up Rate and Polite Language Use	46
CHAPTER FIVE	49
DISCUSSION OF RESULTS	49
5.0 Introduction.....	49
5.1 Summary of findings on demographic representation of respondents.....	49
5.2 Discussion of Findings	49
5.2.1 CUSTOMER CARE	49
5.1.2 TURN-UP RATE	52
5.2 Discussion on the Qualitative Findings on Customer Care and Turn-Up Rates from Selected Hotels in Kampala	55
CHAPTER SIX.....	58
CONCLUSIONS AND RECOMMENDATIONS	58
6.0 Introduction.....	58
6.1 General Conclusions	58
6.1.1 Relationship between the use of polite language and turn up rate	58
6.1.2 Relationship between quick service and turn up rate:.....	58
6.1.3 Relationship between after-sales services and turn up rate:	59
6.2.0 Recommendations	59
6.2.1 The relationship between the use of polite language and turn up rate	59

6.2.2 The relationship between quick service and turn up rate in Hotels 60

6.2.3 The relationship between after-sales services and turn up rate from selected hotels in Kampala..... 61

6.3 Suggestions for Further Research 61

REFERENCES 63

APPENDIX A..... 66

Questionnaire to the hotel staff of Selected hotels in Kampala..... 66

APPENDIX C 71

LIST OF TABLES

Table 1: Sample size	21
Table 2 Response Rate	28
Table 3: Respondents by their Gender	29
Table 4: Respondents by their age bracket	30
Table 5: Respondents by their marital status	31
Table 6: Respondents by Terms of employment	31
Table 7: Participants by the level of Education	32
Table 8: CUSTOMER CARE	35
Table 9: TURN-UP RATE	41

LIST OF FIGURES

Figure 1: Conceptual Framework developed by the researcher	7
Figure 2: The length of period worked in the selected hotel	33

ABSTRACT

The purpose of this study was to look at the relationship between turn-up rates and client benefit practices in many Kampala hotels. The objective is to comprehend the ways in which a few angles of client benefit, such as respectful communication, provoke benefit, and post-purchase help, influence customers' choices to come back. The impact of combining technology and client benefit on turn-up rates is additionally evaluated by the think about. In arrange to get experiences from hotel workers and guests, information was accumulated utilizing a mixed-method approach that combined qualitative and quantitative techniques. It is far from being obviously true in the event that utilizing considerate dialect includes a coordinate affect on turn-up rates, indeed in spite of the fact that it is seen to be basic for progressing visitor encounters. Proficient benefit delivery is vital, as seen by the solid relationship between speedy benefit and higher turn-up rates. In spite of the fact that respondents' suppositions on how compelling after-sales administrations are in advancing visitor devotion shift, they still have a huge affect. Concurring to the study's discoveries, hotels may increment guest fulfillment and maintenance by subsidizing worker preparing, streamlining their client care methods, and making organized after-sale activities. Additional research thoughts incorporate looking at the longer-term points of interest of after-sales administrations on client devotion, the more extensive impact of considerate dialect on by and large hotel quality, and the suggestions of provoke benefit over different hotel services.

CHAPTER ONE: GENERAL INTRODUCTION

1.0 Introduction

The study's background, problem statement, and purpose are all included in this chapter, along with the study's objectives, research questions, hypothesis, scope of the study, significance, limitations of the study, and definitions of key terms.

1.1 Background of the study

The percentage of customers that show up for their bookings is known as the customer turn-up rate, or show-up rate, and it is a crucial indicator for hotels (Bitner, 2023). Research indicates that turn-up rates in the hotel industry vary widely worldwide, depending on variables such as location, season, and booking channels. According to a 2022 STR analysis, there were notable regional variances in the average global turn-up rate of 78.3% in 2021. Developed regions with higher average rates—like North America and Europe—typically have rates above 80%, whereas emerging regions with lower averages—like Asia Pacific—have rates around 70%.

Understanding customer turn-up rates is crucial for hotels to manage inventory effectively and optimize revenue. While global data suggests a wide range of turn-up rates, limited data exists for Ugandan hotels. Further research is necessary to gain a deeper understanding of the prevailing turn-up rates in Uganda and the specific factors influencing them. This knowledge can be used to develop targeted strategies to improve customer show-up rates and enhance the overall performance of the Ugandan hospitality industry (Fisher, 2010).

Customer care describes the capabilities to fulfill promised services accurately and dependably (Olu Ojo, 2018). Services delivered as a hotel promised to customer with

accurate charges. it is also important to fulfill promises on time and in a systematic way (Cronin and Taylor, 2021) Customer care describe the intentions of the firm and its willingness towards customers' help(Olu Ojo,2018).mean that the employees always willing to help the customers and they should have a time to respond to customers request. Tell the employs exact time about service deliveries. Employees are available for prompt services. Customer care consists of caring and customized responsiveness to customers. This empathy contains communication, access and understanding the customer (Olu Ojo, 2018).hotel services must have availability of tools or apparatuses etc. The location is easily findable and served food must be packed (Cronin and Taylor, 2021; and Johns and Howard, 2014).

Every hotel manager is aware of the significant influence that customer service has on the business performance of the hotel when a problem arises. The use of social media and online review platforms to facilitate the widespread sharing of customer service encounters with friends, coworkers, and the wider public has magnified this effect. However, to what extent do these customer service encounters influence consumer purchasing decisions and customer lifetime value? What is the duration of the effect? And how does this affect mid-sized businesses (Kotler, 2014)

Despite expenditures in customer care, recent empirical research indicates that the hospitality industry's customer turn-up rate may not be increasing at the predicted rate. Hsieh and Hsu (2019) draw attention to the fact that a large number of business owners in the sector put financial success ahead of satisfying customers. Profit maximization frequently results in sacrifices of service quality, which can affect client satisfaction and, in turn, the turn-up rate. Value, quality, and productivity are

issues that senior management in the hospitality industry is becoming more and more concerned with since they have a direct impact on profitability and competitiveness. Continuous improvement in customer service and productivity is crucial for bolstering consumer satisfaction in value-enhancing strategies.

In the context of the hospitality industry, monitoring customer satisfaction is crucial for evaluating the effectiveness of customer care efforts. Kim and Kim (2018) emphasize the importance of comparing a firm's performance with that of its competitors to assess customer satisfaction levels. This comparison helps firms understand their standing in the market and identify areas for improvement. Additionally, linking performance results to compensation can motivate managers and service staff to enhance their performance. However, if the customer turn-up rate is not meeting expectations despite these efforts, it suggests that there may be underlying issues in the implementation or effectiveness of customer care strategies. Serena Canaan Kampala Hotel is a part of Louvre Hotels Group, one of the prevalent hospitality companies in the world with over 1200 hotels worldwide. The Hotel offers business friendly accommodation facilities with upscale modern comfort and luxurious amenities. Free Wi Fi is available. The wide range of discerningly decorated rooms and suites are purposefully designed with a fusion of international and local hints. Most of the rooms boast of private balconies offering various stimulating views of the Uganda Golf Course, where the invigorating cool breeze adds to the experience.

1.2 Statement of the Problem

The rate at which guests honor their reservations is basic to the success of businesses within the neighborliness segment, particularly in hotels. Tall turn-up rates are perfect for inns as they illustrate extraordinary buyer intrigued and fulfillment with the booking strategy, lodging conveniences, and by and large involvement. Joseph et al. (2015), who propose that hotels ought to utilize innovation to progress client discernment of benefit delivery performance and lead to superior turn-up rates, support this standardizing desire.

Kim and Lee (2018) have brought consideration to the reality that hotels frequently struggle to attain the finest turn-up rates. Lower-than-expected turn-up rates can be caused by a number of variables, counting poor client benefit, deficiently client engagement activities, and miscommunication within the booking prepare. For inns, this inconsistency between expected and real turn-up rates could be a genuine issue that influences both their foot line and common commerce execution.

This study is fundamental since turn-up rates are vital to hotels' productivity. Moo turn-up rates have long-term results on client devotion and brand notoriety in expansion to the prompt wage loss from purge rooms. Inns must comprehend the components that influence turn-up rates and devise ways to raise them if they need to be productive and competitive within the neighborliness segment. By advertising smart examination and supportive recommendations, this think about looks for to shut this hole within the writing and offer assistance hotels move forward their turn-up rates and by and large business performance.

1.3 Purpose of the Study

This study examines how many people show up and the quality of customer service in hotels and restaurants in Kampala.

1.4 Research Objectives

- i. To find out the relationship between the use of polite language and turn up rate from selected hotels in Kampala
- ii. To assess the relationship between quick service and turn up rate from selected hotels in Kampala
- iii. To examine the relationship between after sales services and turn up rate from selected hotels in Kampala
- iv. To analyze the relationship between customer care practices and turn-up rates in the hospitality industry
- v. To evaluate the impact of integrating technology with customer care on turn-up rates from selected hotels in Kampala

1.5 The Research Questions

- i. What is the correlation between the use of polite language by staff and the turn-up rate of guests from selected hotels in Kampala?
- ii. How does the speed of service from selected hotels in Kampala relate to the turn-up rate of guests?
- iii. What is the association between the provision of after-sales services and the turn-up rate of guests from selected hotels in Kampala?
- iv. How do customer care practices in the hospitality industry influence turn-up rates?

- v. What is the impact of integrating technology with customer care on turn-up rates specifically from selected hotels in Kampala?

1.6 Scope of the study

1.6.1 Content scope

The focus was put on the effect of customer care activities and their impact on the customer turn-up rate in the hotel industry, using the case of Serena.

1.6.2 Geographical scope

The study focused on selected hotels in Kampala located along Kintu Road, near Nakasero hill, in the city center of Kampala.

1.6.3 Time scope

The study was conducted over a period of four months, from May to September 2024. Data reviewed included guest attendance records, service logs, and customer feedback collected during this period.

1.8 Significance of the Study

This study would be significant in the following fundamental ways: -

- i. Hotel owners, managers would use the findings to improve the Customer care activities and services in the industry and would therefore base their decisions on the results of this research.
- ii. The findings would also be available to other managers in the hotel industry who are interested in promoting their organizations for better Customer care activities and also to attract more customers or investors in their hotel.

- iii. This study would contribute to the information database that would influence policy change to Customer care activities for the hotel industry.
- iv. The study would also be applied by the future researchers as references, majorly those who will be interested in conducting the same or related study.
- v. This study would contribute to the information database that would influence policy makers that debate and pass laws which are favorable to hospitality industry.

1.9 Conceptual Framework

Conceptual frame work for the study explains the relationship between variables into diagram to illustrate the interconnections between the independent and dependent variables of the study and it is as below (Nebro, 1997).

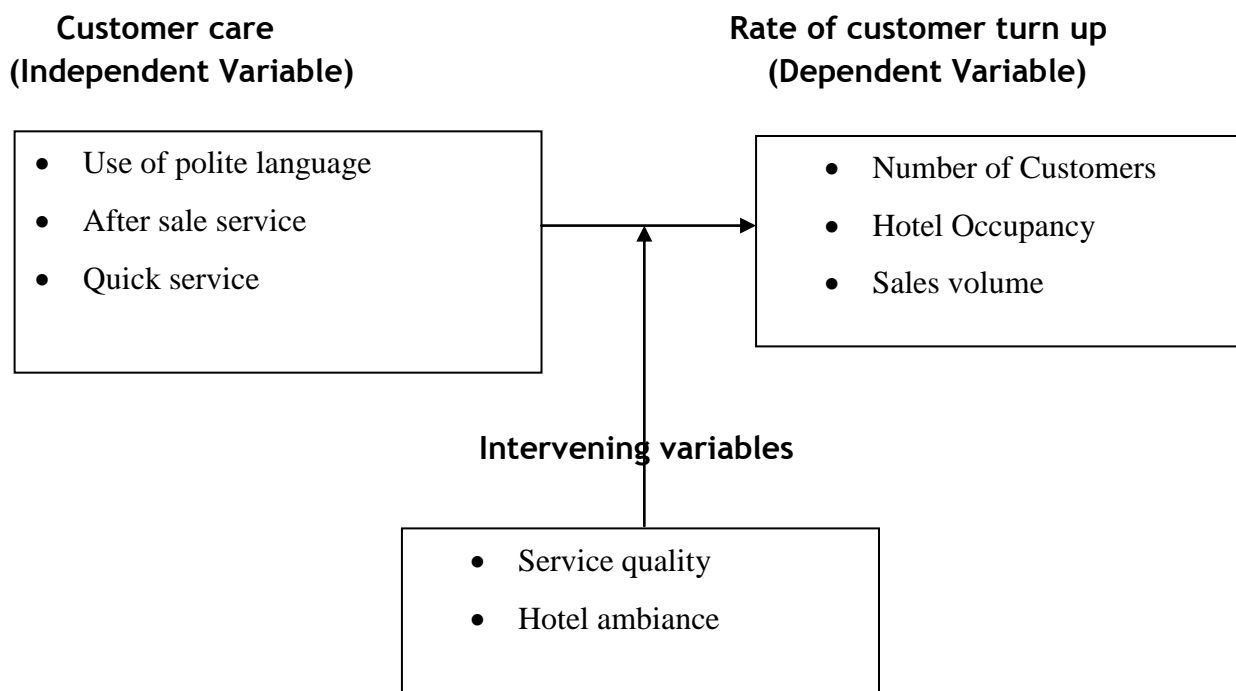


Figure 1: Conceptual Framework developed by the researcher

The framework was guided by the major independent variable (customer care), measured in the form of the use of polite language, after-sales services, and quick customer service, which were seen to affect the major dependent variable (turn-up rate), measured by the number of customers at the hotel, hotel room occupancy, and sales value or revenues of the hotel. These were also influenced by the moderating variables, including service quality and hotel ambiance, which could also affect customer turn-up in a given hotel establishment.

1.10 Definition of terms

A customer is a person or group of people who have valuable interest in your service or product and are able to pay for the value (Caruana, 2020).

Customer care is providing the customers with product and service they need at the right price, place, time, manner and using appropriate processes and technology. Customer care activities are the ability to satisfy customer needs (real or perceived) in a consistent and dependable manner (Cowling, 2010).

Hospitality is a friendly and generous reception and entertainment of guests, visitors or strangers in any field of the industry (Duncan, E., and Elliot, 2020).

Customer turn-up rate: It is the number of customer representatives received by a hotel establishment (Ehigie, 2016)

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This reviews literature reviewed by various authors, academicians, Websites, journals, news papers, publications among other sources or secondary literature. The chapter starts by reviewing the concepts within the conceptual framework and also reviews empirical literature related to the research objectives.

2.1 The relationship between the use of polite language and turn up rate in hotels

Using polite language by hotel staff is very important. It can shape how guests feel about their experience and can affect how many people choose to stay at the hotel. Bitner (2010) highlighted that how employees communicate is very important for shaping customers' opinions about a company. The survey showed that when guests thought the staff was polite and respectful, they were happier and more likely to stay at the hotel. Bitner, Ostrom, and Morgan (2023) pointed out that polite language helps make customers loyal. If guests feel valued and appreciated, they are more likely to return to a hotel.

In his study about why customers stay loyal to hotels, Ehigie (2016) discovered that being polite was a big sign of customer loyalty. This means that how well a hotel communicates with its guests can directly affect how likely those guests are to come back. Similarly, Ennew and Binks (2010) looked at how employee behavior affects customer service. They found that customers were more likely to recommend a hotel if they were treated with respect and kindness by the staff.

Diaz and Ruiz's (2020) study on customer happiness in hotels also backs up these findings. It shows that when hotel staff use polite language, it makes guests happier. This means that polite communication could make people happier and improve their experience when they visit. Butcher (2010) studied how the behavior of staff affects customer satisfaction. He highlighted that it is important for employees to use friendly words to shape customers' opinions.

Bloemer and Kasper (2015) highlighted how important it is for customers to stay loyal. They noted that when customers feel that the staff is friendly and professional, they are more likely to come back. Caruana (2020) said similar things, stressing that happy customers are linked to hotel staff using polite language. These results show that it's very important to train hotel staff on how to be polite to guests. This helps create good relationships and encourages more people to come back.

Chen and Hu (2020) highlighted how important workers' behavior is for keeping customers. They suggested that customers are more likely to stay loyal to a hotel if they see the staff as friendly and caring. In their 2010 study, Cowling and Newman looked at how workers' behavior affects customer happiness. They highlighted that polite communication is really important for this. Finally, Duncan and Elliot (2020) looked at how customer loyalty works and found that polite language from hotel staff helps keep customers loyal. This finding shows how important polite communication is for building strong relationships and loyalty with customers in the hotel industry.

Caruana (2020) explained how the way employees behave can impact how happy customers are. The study found that polite language makes guests feel that the hotel

staff cares about them. This makes their overall experience better. This means that using polite language shows that the hotel really cares about giving good service to its guests, not just putting on a show.

Chen and Hu (2020) highlighted that how employees behave, like being polite, impacts how loyal clients are. The survey shows that guests are more likely to connect emotionally and stay loyal to hotels when they are treated well and feel appreciated. This means that using polite language does more than just make people happy. It helps create strong connections between guests and hotels, which can lead to more returning visitors and good recommendations to others.

In short, the research shows that when hotel staff use polite language, customers are happier, more loyal, and more likely to return to the hotel. Hotel management should focus on training courses that teach polite communication. This will help make customers happier and encourage them to come back.

2.2 The relationship between quick service and turn up rate in hotels

In the hospitality industry, how many customers show up and how fast they are served is very important. It influences how happy customers are, whether they come back, and how much money the business makes. Fisher (2010) points out that providing services quickly is very important. Fast service can greatly affect how customers feel about a hotel and whether they will come back. This shows how important quick and helpful service is to making customers happy and getting them to come back.

In explaining this connection, Glaveli and others. In 2016, it was noticed that hotels that provide quick service usually have more employees leaving their jobs. This means

that customers are more likely to choose hotels that can quickly meet their needs because they like things to be done efficiently. This idea is backed up by Gremler and Brown (2010), who found that quick service makes customers happier and is important for making sure visitors have a good experience.

Han and others. In 2020, a study looked at how fast service affects customer loyalty. It found that hotels that focus on providing quick service are more likely to have loyal customers who come back again. Hsieh and Hsu (2019) also highlight that fast service is very important in fancy hotels. They note that quick service makes wealthy customers more loyal. This means that giving quick service is important for building lasting relationships with customers and keeping them happy.

As Johnson and others say In 2020, hotels that provide fast service have a better chance of keeping customers and getting them to come back. They also emphasize that fast service is important for keeping customers. This shows that quick service can lead to more money because happy customers are likely to come back and tell their friends about it. In general, the research shows that good service is very important in the hospitality industry. It points out that quick service is key to making guests happy, getting them to come back, and increasing the number of visitors to hotels.

Johns and Howard (2014) talk about how customers think about the speed of service and how it influences their happiness. Their research found that quick service made guests think better of the hotel. This means that providing quick service not only meets what customers expect but also improves the hotel's image with guests.

Kim and Lee (2018) mainly studied vacation hotels to see how the speed of service affects customer loyalty. They found a strong link that says hotels with fast service are more likely to keep guests and get their business again. This means that quick service is good for keeping customers happy both now and in the future.

Johnston (2015) looked at how the speed of service affects how customers feel about service quality. The study found that fast service was very important for keeping customers happy and loyal. Hotels that focus on quick service are seen as providing good quality service. This can lead to positive reviews and recommendations, which can help them get more guests.

2.3 The relationship between after sales services and turns up rate in hotels

In the hotel industry, people are very interested in how the number of guests affects the services offered after their stay. As stated by Luo and others. In 2019, services offered after a purchase are very important for making customers happy and keeping them loyal, which can lead to higher sales. This means that hotels with great service after the stay are more likely to get customers to come back and recommend them to others.

Lee and Hing (2018) looked into this link more closely and pointed out how after-sales services affect what customers think. Their research shows that guests feel better about hotels that take good care of them after they stay, which makes them happier and more likely to come back. This means that how customers feel about a hotel and their willingness to return might be affected by the services they receive after their stay.

Li and Su's (2019) study looked at how support after a sale helps keep customers loyal. The report says that hotels that focus on helping customers after they buy are more likely to keep them as clients and get new customers through recommendations. This means that services after buying can help keep customers loyal over time and, in turn, increase hotel bookings.

Olu Ojo (2018) looked into how customer happiness is related to services provided after a purchase. The survey shows that hotels with good support after guests leave are more likely to make their customers happy. This leads to more satisfied and loyal guests. This shows that offering support after a sale is important for making visitors' experiences better and building their loyalty.

Kotler (2014) emphasized the importance of services after a purchase in building good relationships with customers. The survey shows that hotels that offer personal follow-up care are more likely to build strong relationships with their guests, which helps keep guests coming back and increases their loyalty. This means that offering services after customers buy something can be very important for building strong relationships with them and increasing the number of people staying at the hotel.

Zhang and Chen (2018) studied how after-sales services affect what customers think about the quality of service. The report says that hotels with great customer service after a stay are viewed as offering high-quality service. This makes guests happier and more loyal. This means that how a customer feels about the quality of service and whether they want to stay at a hotel again may depend on the services they receive after their stay.

Sekaran (2001) studied how customer loyalty is related to after-sales services. The survey shows that hotels with good after-sales services usually get loyal customers. These customers are likely to book again and recommend the hotel to others. This means that after customers buy services, good support can make them more loyal and, in turn, increase the number of people staying at the hotel.

Gremler and Brown (2010) highlighted that how happy customers are depends on the services they get after buying a product. The survey shows that hotels that provide quick and helpful support after a stay are more likely to make their guests happy, leading to greater satisfaction and loyalty. This means that how happy a customer feels and whether they will come back to a hotel can be directly affected by the services they receive after their stay.

Ehigie (2016) highlighted how important after-sale services are for encouraging customer loyalty. The survey says that hotels with great services after a guest's stay tend to keep their customers coming back and encourage them to tell others about the hotel. This means that offering services after a sale is really important for building long-lasting relationships with customers and increasing the number of people staying at the hotel.

Cronin and Taylor (2021) studied how after-sales services affect customers' views on service quality. The report says that hotels with great service after a guest stays are considered high quality. This makes customers happier and more likely to return. This means that how a customer feels about the quality of service and whether they would come back to a hotel could be affected by the services offered after their stay.

2.4 The relationship between customer care practices and turn-up rates in the hospitality industry

In the hotel industry, how well customers are treated is very important. It can influence how happy they are, whether they return, and how many people stay at the hotel. In a study about why customers stay loyal to banks, Ehigie (2016) found that good customer service is closely related to loyalty. This means that hotels that focus on giving great customer service are more likely to keep their guests and get new ones through recommendations.

Ennew and Binks (2010) studied how the quality of service and its features affect how many customers show up at banks and small businesses in the UK. The number of customers was greatly affected by how good the service was, especially the way they took care of customers. This shows how important great customer service is for getting new customers and keeping current ones in the hotel industry.

Fisher (2010) emphasized how important it is to provide great customer service to attract and keep clients. The survey shows that hotels with great customer service are more likely to attract and keep guests, which increases their attendance rates. This means that giving great customer service is very important for making visitors happy and encouraging them to come back.

In a study about the quality of bank services in five Balkan countries, Glaveli and others. In 2016, it was found that customer care steps were key to deciding how good the service is. The report says that hotels with great customer service are viewed as offering better services, making customers happier and more likely to return.

Gremler and Brown (2010) highlighted how important it is for customers to stay loyal to a service and pointed out that good customer care is key to building long-lasting relationships with clients. The survey shows that hotels and places to stay that focus on good customer service usually get return guests and recommendations from loyal customers. This means that how often guests come back to a hotel and their loyalty can be strongly influenced by how well they are treated by staff.

Han and others studied how good after-sales service affects online hotel reviews and if customers actually show up. SureCould you please provide the specific text you want me to simplify. The survey shows that hotels with great customer service after a stay are more likely to get more business and good reviews. This means that how a hotel helps customers after they make a purchase is very important. It affects how customers view the hotel and whether they will come back in the future.

2.5 The impact of integrating technology with customer care on turn-up rates in hotels

Hotels are using technology to make their guests' experiences better and encourage them to return. Combining this technology with customer service is becoming more popular in the hotel industry. Using technology in customer service can greatly affect how happy customers are and how loyal they remain, based on a study by Hsieh and Hsu (2019) about service quality in the hotel industry. This means that hotels will get more guests if they use technology well to improve their customer service and attract and keep customers.

Johnson and others did a study to see how customer service affects how happy guests are and how loyal they are to hotels. Please provide the text you want me to rewrite

in simple words. The survey shows that hotels that mix technology with good customer service are more likely to make guests happy and keep them coming back. This means that technology can make guests happier and help hotels serve customers better, which can lead to more people staying at the hotel.

Johnston (2015) studied what affects service quality and pointed out that technology helps make customer support better. The survey says that technology can make customers happier by improving how customer service works. This means that hotels that use technology to help their customers are more likely to make guests happy and gain their loyalty, which results in more people showing up.

Johns and Howard (2014) looked into how customer service experiences affect how people behave as consumers and how much they are worth to a business over time. The study found that technology can change how customer behavior is affected by their experiences with customer service. This means that hotels might influence how customers act and get them to come back again by blending technology with their customer service. This could lead to more people showing up at the hotel.

In short, studies show that using technology in customer service could improve how many guests show up at hotels. Successful hotels use technology to make their service better. This helps guests be happier, come back again, and stay loyal. Because of this, hotel managers should consider using technology in their customer service to make guests happier and boost bookings.

2.6 Summary of Literature

After looking at the research about how different factors affect hotel attendance, several important findings stand out. First, research shows that polite language from employees helps make customers more loyal and improves their opinions about the service (Bitner, 2010; Bitner, Ostrom, & Morgan, 2023). Secondly, quick service, especially fast service, is really important for keeping clients happy and getting them to come back again (Fisher, 2010). Thirdly, the number of people who buy is influenced by after-sales services, which help make customers happier and more likely to return (Luo et al. , 2019)Also, Ehigie (2016) says that how hotels handle customer service greatly affects how happy customers are, how loyal they become, and how many people visit the hotel. Finally, using technology in customer service can greatly improve how happy and loyal customers are, which can also affect how many people continue to come back (Hsieh & Hsu, 2019). There is a clear lack of research that looks closely at how these factors together affect voter turnout rates. To fix this gap, we should study how polite language, quick service, good after-sales support, customer care steps, and technology all affect how many guests stay at hotels. These studies could provide useful information to hotel managers who want to improve guest experiences and build loyalty.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The research design, sampling area, sample size, population description, data collection techniques, data processing, and data presentation are all covered in this chapter.

3.1 Research design

The research design refers to the overall plan and structure of the research study, outlining the methods, procedures, and techniques that are used to address the research objectives and answer the research questions (Amin, 2005). It encompassed the selection of data collection methods, determination of sample size, data analysis techniques, and the overall framework for conducting the study. The study was descriptive in nature, allowing for the use of both qualitative and quantitative methods, where qualitative data determined the opinions of respondents, and quantitative data determined the frequency distribution of responses used as an interpretive technique (Amin, 2005).

3. 2 Description of the population

The description of the population refers to a detailed account of the target group or the entire set of individuals, items, or events that the research study aimed to investigate (Amin, 2005). The population represented the larger group of respondents, including hotel staff and hotel customer representatives, to which the research findings were intended to be generalized.

3.3 Sample size

A sample is simply a subset of the population. Sampling is the process of selecting a sufficient number of elements from the population so that a study of the sample and its characteristics makes it possible for the researcher to generalize such characteristics to the population elements (Sekaran, 2000). The study used a sample size of 86. In order to determine the sample size. In order to determine the sample size, Krejcie's formula was applied as shown below

$$n = N / (1 + N \times e^2)$$

Where:

n represents the desired sample size.

N is the total population size.

e is the desired margin of error (expressed as a decimal)

$$n = 110 / (1 + 110 \times 0.05^2)$$

$$n = 110 / (1 + 110 \times 0.0025)$$

$$n = 110 / (1 + 0.275)$$

$$n = 110 / 1.275$$

Sample size: $n \approx 86.27$

The overall sample size was constituted of 86 respondents, derived from a total population of 110 respondents From Selected hotels in Kampala, Kampala the formula of Krejcie, R. V., & Morgan, D. W. (1970). The sample was categorized as seen below;

Table 1: Sample size

Category	Total population	Sample size
Hotel staff	25	22
Hotel customer representatives	85	64
Total	110	86

3.4 Sampling method

For human resource staff and department heads, purposive sampling was used. This targeted approach allowed the researcher to select individuals with specialized knowledge relevant to the research question. The researcher created specific criteria, such as years of experience or involvement in staff training programs related to customer care, to identify and shortlist a manageable group of hotel staff for further exploration through interviews or surveys.

For hotel customer representatives, simple random sampling will ensure unbiased representation. The researcher will obtain a complete list of customers (e.g., guest names or reservation numbers) for a chosen period and then utilize a random number generator to select a predetermined sample size. These selected customers can then participate in surveys, interviews, or provide feedback through other means.

3.5 Data collection methods

The researcher used different data collection when collecting data, as shown below.

3.5.1 Quantitative data collection methods

3.5.1.1 Questionnaire survey

The creation of the questionnaires was guided by the goals of the study. Because they saved time and were simple to give, questionnaires were favored (Mugenda et al., 2003). Likert scale closed-ended questions were included in the questionnaire; the scale went from 1 = Strongly Disagree to 2 = Disagree, 3 = Not Sure, 4 = Agree, and 5 = Strongly Agree. Those that could interpret the questionnaires filled them out on their own. Respondents with high levels of education or literacy were probably

better able to understand the questions when they were given them by the researcher.

3.6.2 Qualitative data collection methods

3.6.2.1 Interview guide

Key respondents who had extensive expertise of the topic under inquiry were interviewed in order to gather information. To enable thorough feedback and to direct data collecting on important elements of the research, an interview guide was created. Interviews ensured that important components of the study did not overlook important topics pertaining to the subject matter, according to Schwandt (2001).

3.7. Data collection instruments

3.7.1 Interview guide

Key respondents who had extensive expertise of the topic under inquiry were interviewed in order to gather information. To enable thorough feedback and to direct data collecting on important elements of the research, an interview guide was created. Interviews ensured that important components of the study did not overlook important topics pertaining to the subject matter, according to Schwandt (2001).

3.7.2 Self-administered Questionnaire

Here, the heads of departments and personnel in charge of human resource management received semi-structured questionnaires from the researcher. They had enough time to complete the questionnaires, and the researcher received correct answers. The questionnaire was self-administered, and the researcher collected the completed forms from the respondents three days after they were sent to them.

3.8 Data analysis techniques

Data analysis techniques involve carefully examining data collected from the field. The analysis used a mix of methods, combining both qualitative (descriptive) and quantitative (numerical) approaches. The numbers were sorted and organized to help with statistical analysis, which made it easier to find trends and patterns. Qualitative data was organized into themes to help find important ideas and insights, giving a clear understanding of the research results.

3.9 Data quality control

In the future, protecting data and making sure it is correct and complete will involve checking how good the tools used in the study are. This was kept consistent through tests to check its accuracy and dependability, as described below. It was necessary to check if the questionnaires and interview guide were accurate and trustworthy for gathering the needed information. Quality control looked at how accurate and dependable the tools are for managing outside factors (Oso and Onen, 2005).

3.10.1 Validity

In the future, validity continued to be defined as the accuracy and meaningfulness of inferences based on research results (Mugenda, 1999). It also referred to the ability to produce findings and information that were in agreement with theoretical or conceptual values (Mugenda, 1999). To ensure validity, reliability, and credibility of the instruments used, questionnaires were constructed by the researcher, manually edited by the supervisor to correct possible mistakes, and verified for the survey. The validity of the responses was ensured by synchronizing responses from the respondents. The results obtained were used to write the report.

3.10.2 Reliability

Reliability is a way to see how consistently a research tool gives the same results when tested multiple times (Mugenda, 1999). It was also seen as the ability to regularly get correct results. The reliability of the tools was confirmed through early results from a small pilot study using the Cronbach's Alpha Coefficient. A small study was done with 9 people, which is 10% of the total group. They were given questionnaires to fill out, and then the completed questionnaires were gathered and checked for reliability. To check how reliable the answers are between the two tests, the same test was given to the same group of people three days apart. The study checked its reliability using two methods: the content validity index and Cronbach's Alpha. Since all the reliability scores were above 0.7, it means that the results were trustworthy and stable. Similarly, the content validity index needs to be more than 0.7 to show that the study has reliable results.

3.11 Data analysis

Before looking at the data, the researcher organized the numbers and information collected from surveys, books, and other documents. To find out how customer service affects hotel sales, the researcher used basic statistics to organize the numbers and fix any errors. Tables, charts, and graphs were used to show the information clearly, and percentages were added to help check and understand it better. To make sure the information was correct and useful, the researcher organized and cleaned the data. After that, we looked at the data using simple methods to find common themes and topics related to customer service and how it affects how often customers come in. To get useful results and answer the study

questions, we summarized the qualitative data using descriptions of stories and main ideas.

3.12 Data presentation

At this stage, the researcher sorted the data based on how it needed to be shown and what kind it was. The researcher used charts and graphs to show the results from the surveys and interviews. To make it easier to understand, there were also line graphs, pie charts, and bar charts that showed the data visually. Standard deviations, averages, and percentages were used to explain the numbers in a simple way. In contrast, the researcher shared and looked at the study's results by using the main ideas and trends that were found in the data. This needed using quotes or stories to show important ideas. The detailed information from the research helped to understand the main topic better, showing how deep and valuable the results were.

3.13 Limitations to the study

Financial Problems: The researcher may have faced challenges because there wasn't enough money. Money was needed for the study to cover costs like photocopying, office help, and travel. Despite this, the researcher decided to ask friends and family for help to lower costs.

Limited Knowledge and Experience: The researcher had a hard time picking the right research methods and procedures because they were still learning about this topic. Not having enough experience might have impacted how accurate the study data was. To help solve this problem, the researcher asked for help from assistants who knew more than he did.

People Who Didn't Answer: The researcher knew that some people might not answer her questions. To solve this problem, the researcher planned to give participants plenty of time to complete the surveys whenever it suited them. This would likely help them get more involved.

3.14 Ethical considerations

The rights and wellbeing of the participants were kept safe, and the researcher followed ethical rules, which made it important to conduct ethical research. Ethics set rules for how to behave by helping us know the difference between right and wrong actions. The research followed ethical guidelines by using these methods:

Informed Consent: People who might join the study were clearly told what the study was about and why it was being done. They were asked to join willingly after understanding and agreeing to everything.

Anonymity: The names of the people in the study were never revealed. The researchers and other people involved stayed anonymous. This step was taken to keep personal information safe and build trust.

Participants were told that any information they shared would be kept completely private. People who weren't part of the study couldn't see any personal information. This information was handled carefully and only used to reach the study's goals.

Approval from the Organization: The organization where the study took place gave the required permission before the research started. This action ensured that the organization followed its rules and processes.

CHAPTERFOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION OF RESULTS

4.0 Introduction

This chapter presents the findings in reference to the research question raised in chapter one of this study. The findings were obtained from both primary and secondary data sources. Data was presented and analyzed using charts and frequency tables as illustrated below.

4.1 Response rate

The study got 50 responses from the 86 questionnaires that were supplied to 86 participants. The participation rate is indicated in Table 2 below.

Table 2 Response Rate

	Frequency	Percentage
Interview guides	6	7%
Number of Questionnaires returned	50	58%
Number of questionnaires unreturned	30	35%
Total Number of questionnaires and interviews distributed	86	100%

Source: Primary data, 2024

With 50 out of 86 surveys returned (58%) and 6 interview guides completed (7%), the study had a 65% response rate. Thirty questionnaires (35%) were not returned. This is a quite high participation rate, suggesting that most participants were involved and open to discussing turn-up rates and customer service in Kampala's hotel sector. The

poor response from interview guides, however, points to possible interviewing obstacles, like scheduling conflicts or participant unwillingness. The information gathered from the 56 participants provide a strong basis for additional examination of the study's goals, even with a 35% non-response rate.

4.2 Social demographic information on the targeted respondents

Under this section, the researcher sought to identify the respondents by their background information which included the respondents' gender, age, level of education and how long the respondent have worked with the selected hotel as presented below;

4.2.1 Respondents by Gender

The researcher endeavored to establish the gender of participants used in the collection of data. This was meant to determine the gender category with big percentage number. Results are given in the table 3 below.

Table 3: Respondents by their Gender

Age brackets	Frequency	Percentage
Male	32	64
Female	18	36
Total	50	100

Source: Primary data, 2024

The purpose of the study was to ascertain the gender distribution of the participants. Of the 50 respondents, 32 were male (64%) and 18 were female (36%). This demonstrates a greater proportion of male participants nearly two-thirds of the

sample during the data gathering process. According to the results, there was a higher proportion of men in the sample, which might have an impact on the opinions that were gathered about turn-up rates and customer service in Kampala's hospitality sector. The data reveals a male-dominated response rate but also provides a balanced understanding of gender relations.

4.2.2 Respondents by their age bracket

The respondents were tasked to give the age bracket in which they belong and Table 4 is a summary of the respondents by their age ranges.

Table 4: Respondents by their age bracket

Age brackets	Frequency	Percentage
Below 25	18	36
25-35	26	52
35 and above	6	12
Total	50	100

Source: Primary data, 2024

Agreeing to the age dissemination of the respondents assembled for the overview, 52% of them were between the ages of 25 and 35, 36% were beneath 25, and 12% were over 35. These discoveries illustrate that the lion's share of members were between the ages of 25 and 35, proposing that the study's target member demography was basically youthful to middle-aged. This age dissemination sheds light on more youthful people's recognitions on turn-up rates and client benefit in Kampala's neighborliness division.

4.2.3 Respondents by their marital status

The respondents were tasked to give the marital status in which they belong. Table 5 shows the respondents by their age ranges.

Table 5: Respondents by their marital status

Age brackets	Frequency	Percentage
Single	28	56
Married	18	36
Others	4	8
Total	50	100

Source: Primary data, 2024

The poll inquired about the marital status of the participants, finding that 56% were unmarried, 36% were married, and 8% were in another category. The statistics showed that over half of the participants were single, a significant portion were married, and a negligible number reported being in a different marital status. The distribution gives details on respondents' marital profiles and how those can impact their perceptions of customer service and turn-up rates in Kampala's hotel industry.

4.2.4 Respondents by their terms of employment

The participants were also tasked to give their terms of employment in which they belong. Table 7 is a summary of the respondents by their age ranges.

Table 6: Respondents by Terms of employment

Age brackets	Frequency	Percentage
Temporary	28	56

Permanent	18	36
Contractual	4	8
Total	50	100

Source: Primary data, 2024

The analysis of respondents' terms of employment provides significant insights into the workforce composition. According to the data, a majority of the respondents, 56%, are employed on a temporary basis. This suggests a substantial proportion of the workforce experiences job instability, which could impact their engagement and overall job satisfaction. In contrast, 36% of respondents hold permanent positions, indicating a relatively stable segment within the workforce. Only 8% of respondents are on contractual terms, highlighting that this employment type is less common among the surveyed group.

4.2.5 Respondents by the level of qualification

Respondents were requested to give their highest level of education attained and results are showed in table 7 below:

Table 7: Participants by the level of Education

	Frequency	Percentage
O' Level	8	16
A' level	6	12
Certificate/Diploma	24	48
Degree	10	20
Post Graduate	2	4
Total	50	100

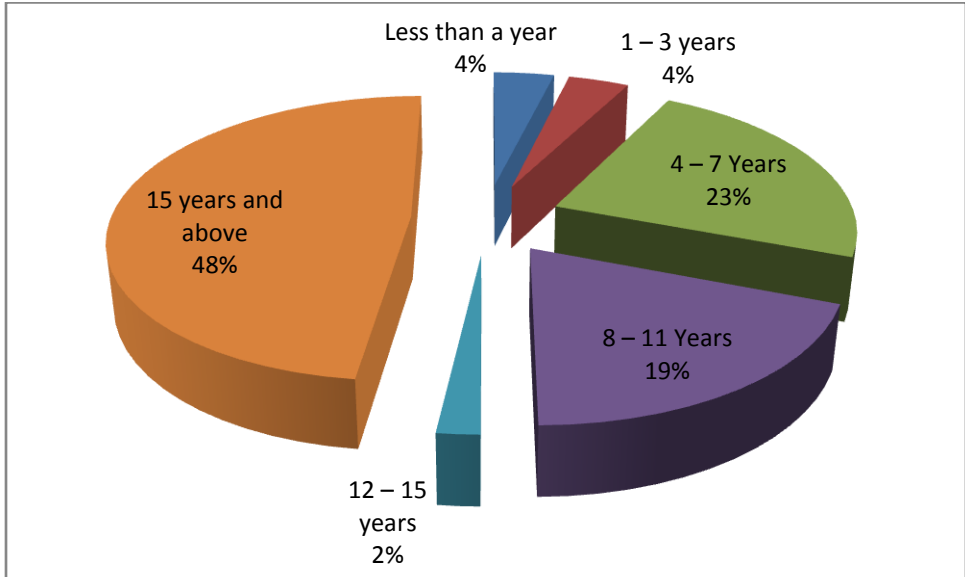
Source: Primary data, 2024

The study's investigation of the employment circumstances of the interviewees revealed that 36% had permanent jobs, 56% had temporary positions, and none had contracts. The fact that the majority of people held temporary jobs indicates that job instability may exist in the workforce. The results suggest that respondents' perceptions of turn-up rates and customer care may be influenced by their employment status, given the prevalence of temporary workers in Kampala's hospitality sector.

4.2.6 Respondents according to their length of period worked in the selected hotel

The respondents were requested to give how long they have worked in the selected hotel. Results are summarized in figure 2 below.

Figure 2: The length of period worked in the selected hotel



Source: Primary data, 2024

The preceding graph makes it evident that 48% of the respondents had been employed with the selected hotel for fifteen years or more. Moreover, 19% of the

participants had accumulated 8 to 11 years of work experience, and 23% of the participants had worked at the factory for a period of 4 to 7 years. Compared to less than a year, 4% of the respondents had worked for the selected hotel for one to three years. There is also a group of individuals who worked at the factory for 12 to 15 years. This result suggests that many of the young individuals were not only born but also grew up in the vicinity of the selected hotel.

4.3 Quantitative findings on the general targeted respondents according to the study objectives

The following section presents an analysis and interpretation of data in accordance with the three research objectives. Each of the objective forms a subsection under which data is presented, analyzed and interpreted.

4.3.1: CUSTOMER CARE

The first section was to examine customer care from selected hotels in Kampala. In order to achieve this objective, respondents were asked to show their degree of agreement with a total of 5 statements on a 5 point Likert scale from strongly agree to strongly disagree. The table shows the minimum and maximum values on which levels of agreements were addressed as summarized in table 9 below.

Table 8: CUSTOMER CARE

Qns	Responses	5	4	3	2	1	Total
		Freq					
Use of polite language							
D1	Employees consistently use polite language in interactions with guests from selected hotels in Kampala	5	12	00	10	23	50
		10%	24%	00%	20%	46%	100
D2	The use of polite language by staff has a positive impact on guest satisfaction and return rates	25	8	00	00	53	86
		29%	9%	00%	00%	62%	100
D3	I believe that training programs focusing on the use of polite language would improve the turn-up rate from selected hotels in Kampala	11	28	6	00	5	50
		22%	56%	12%	00%	10%	100
D4	Managers and supervisors from selected hotels in Kampala effectively model and reinforce the use of polite language among staff	00	12	1	18	24	50
		00	24%	2%	36%	48%	100
D5	I have observed a relationship between the use of polite language by staff and an increase in positive reviews and	17	10	5	00	18	50
		34%	20%	10%	00%	36%	100

	recommendations for Selected hotels in Kampala						
After sale Service							
D6	Employees from selected hotels in Kampala provide excellent after-sale service to guests	30	10	5	00	5	50
		60%	20%	10%	00%	10%	100
D7	The after-sale service provided by Selected hotels in Kampala has a positive impact on guest satisfaction and return rates	18	10	7	00	15	50
		36%	20%	14%	00%	30%	100
D8	I believe that improving after-sale service would enhance the turn-up rate from selected hotels in Kampala	12	15	7	14	2	50
		24%	30%	14%	28%	4%	100
D9	Managers and supervisors from selected hotels in Kampala effectively monitor and improve after-sale service	39	10	1	00	00	50
		78%	20%	2%	00%	00%	100
D10	I have observed a relationship between the quality of after-sale service provided by Selected hotels in Kampala and an increase in positive reviews and recommendations	00	18	22	00	10	50
		00%	36%	44%	00%	20%	100

Quick Service							
D11	Employees from selected hotels in Kampala provide quick and efficient service to guests	14	17	00	8	11	50
		28%	34%	00%	16%	22%	100
D12	The quick service provided by Selected hotels in Kampala has a positive impact on guest satisfaction and return rates	18	5	19	2	6	50
		36%	10%	38%	4%	12%	100
D13	I believe that improving the speed of service would enhance the turn-up rate from selected hotels in Kampala	23	4	21	00	2	50
		46%	8%	42%	00%	4%	100
D14	Managers and supervisors from selected hotels in Kampala effectively monitor and improve the speed of service	21	5	3	11	10	50
		42%	10%	6%	22%	20%	100
D15	I have observed a relationship between the quick service provided by Selected hotels in Kampala and an increase in positive reviews and recommendations	21	8	2	7	12	50
		42%	16%	4%	14%	24%	100

Source: Primary Source 2024

D1: Of the respondents, 46% strongly disagreed and 10% strongly agreed that staff routinely use courteous language. This implies that a significant number of participants believe hotel staff does not always use courteous language. Better use of

courteous language could increase client experiences and satisfaction, which suggests a potential area for development in staff training and customer engagement.

D2: While 29% strongly agreed, a sizable portion, 62%, strongly disagreed that courteous language increases guest satisfaction and return rates. This difference in opinions points to doubts over the ability of courteous speech to engender guest loyalty. It may be necessary for hotels to look into additional elements that affect visitors' happiness and to incorporate courteous language into a larger customer care plan.

D3: The majority of respondents, or 56%, agreed that politesse training programs would increase the turn-up rate, demonstrating their belief in the benefits of this kind of instruction. Just 10% strongly disagreed, indicating a solid consensus in favor of staff communication skills being improved. Putting money into training courses on courteous language has the potential to boost hotel reservations and enhance guest retention.

D4: Of those surveyed, 24% agreed and 48% strongly disagreed that supervisors successfully model and enforce courteous language. This reveals what appears to be a communication standards mismatch in leadership practices. To properly model and enforce polite conversation, managers may need to receive training. This could enhance staff performance generally and visitor relations.

D5: While 36% strongly disagreed, 34% strongly agreed that courteous language is correlated with positive evaluations. This contradictory reaction reveals different opinions regarding how courteous language affects hotel reviews. While using polite

language is crucial, hotels should also take into account the possibility that there are other elements impacting guest feedback. Hotels should evaluate the overall influence of customer service methods on reviews.

D6: A high level of satisfaction with the after-sale service provided by staff is indicated by the 60% of respondents who strongly agreed with this statement. Merely 10% strongly disagreed, suggesting a low level of discontent. The high level of satisfaction with post-purchase service implies that the hotels have a strength in this area that might be used to increase customer loyalty and goodwill.

D7: While 30% strongly disagreed, 36% strongly agreed that after-sale service has a favorable impact on satisfaction. This division suggests that opinions on how after-sale care affects customer satisfaction and return rates differ. For the purpose of maintaining consistent visitor satisfaction and promoting return business, hotels may need to assess and maybe improve their post-sale services.

D8: Of those surveyed, 28% disagreed and 30% agreed that improved after-sale service would raise the turn-up rate. This demonstrates a mediocre level of belief in the advantages of better after-sale support. Although improving after-sale service has some merit, hotels ought to think about combining it with other tactics to optimize its impact on guest turn-up rates.

D9: A high degree of confidence in managers' abilities to oversee after-sale service is demonstrated by the 78% of respondents who strongly agreed that they do so. Managing after-sale service well is a recognized strength, and keeping this goal in

mind can continue to improve customer satisfaction and the caliber of services provided.

D10: While 36% agreed and 44% were ambivalent, greater after-sale service is linked to better reviews. This implies a mediocre understanding of the relationship between customer satisfaction and service quality. After-sale care is crucial for getting great evaluations, and hotels can emphasize this while taking other aspects of client pleasure into account.

D11: 22% strongly disagreed with the statement that staff members provide prompt and efficient service, while 34% agreed. This shows that opinions on service efficiency and speed are divided. To guarantee that every visitor receives prompt and effective service, hotels should evaluate and perhaps enhance their service speed.

D12: While 38% were ambivalent, 36% strongly agreed that prompt service affects satisfaction. This contradictory feedback implies that although some customers appreciate prompt service, its total effects could differ. In order to improve overall client happiness and retention, hotels may need to strike a balance between speed and other aspects of service quality.

D13: Of those surveyed, 46% strongly believed that turn-up rates would rise with speedier service, while 42% were ambivalent. This suggests a strong conviction about the advantages of increasing service speed. Service acceleration may be a useful tactic for boosting reservations and raising client satisfaction levels.

D14: Of those surveyed, 42% strongly agreed that managers monitor service speed well, while 22% disagreed. This shows that even though a large number of respondents

had positive opinions of managerial oversight, there is still space for development. Increasing management attention to service speed has the potential to increase both operational effectiveness and customer happiness.

D15: Of those surveyed, 42% strongly agreed and 24% strongly disagreed that prompt service generates positive feedback. This demonstrates that while many people believe there is a link between quick service and favorable reviews, others do not. Hotels should recognize that prompt service might not be the only element impacting feedback and take it into account as part of a larger plan to enhance visitor reviews.

4.3.2: TURN-UP RATE

The second section was to examine turn up rate from selected hotels in Kampala. In order to achieve this objective, respondents were asked to show their degree of agreement with a total of 5 statements on a 5 point Likert scale from strongly agree to strongly disagree. The table shows the minimum and maximum values on which levels of agreements were addressed as summarized in table 9 below.

Table 9: TURN-UP RATE

Qn s	Responses	5	4	3	2	1	Total
The relationship between customer care practices and turn-up rates in the hospitality industry							
D1	The level of customer care we provide	10	5	35	00	00	50

	at Selected hotels in Kampala directly influences our turn-up rates	20%	10%	70%	00%	00%	100
D2	Improving our customer care practices will lead to an increase in guest satisfaction and loyalty	18	10	7	00	15	50
		36%	20%	14%	00%	30%	100
D3	Providing personalized and attentive customer care is crucial for enhancing our hotel's reputation and attracting repeat guests	39	10	1	00	00	50
		78%	20%	2%	00%	00%	100
D4	Effective communication and empathy are key aspects of customer care that can positively impact our turn-up rates	14	17	00	8	11	50
		28%	34%	00%	16%	22%	100
D5	Consistently delivering exceptional customer care can increase our hotel's competitiveness and profitability	11	28	6	00	5	50
		22%	56%	12%	00%	10%	100
The impact of integrating technology with customer care on turn-up rates at Selected hotels in Kampala							
D6	Integrating technology with customer care at Selected hotels in Kampala significantly impacts guest satisfaction	5	12	00	10	23	50
		10%	24%	00%	20%	46%	100

	and loyalty						
D7	Using technology to enhance customer care experiences can lead to higher turn-up rates	00	12	1	18	24	50
		00	24%	2%	36%	48%	100
D8	The integration of technology with customer care practices at Selected hotels in Kampala is essential for attracting and retaining guests	17	10	5	00	18	50
		34%	20%	10%	00%	36%	100
D9	Technology plays a crucial role in improving customer care practices, which in turn influences turn-up rates	30	10	5	00	5	50
		60%	20%	10%	00%	10%	100
D10	Efficient integration of technology into customer care can positively affect the competitiveness and profitability of Selected hotels in Kampala	21	5	3	11	10	50
		42%	10%	6%	22%	20%	100

Source: Primary Source 2024

D1: A noteworthy 70% of participants had no opinion, with only 20% strongly concurring that customer care has an impact on turn-up rates. This suggests that there may not be a direct relationship between turn-up rates and customer care standards. Implication: To better match perceptions with real effects, hotels may need to present more hard statistics or proof of how guest turn-up rates are impacted by customer care procedures.

D2: Of those who strongly agreed that improved customer service practices will boost patron satisfaction and loyalty, 36% strongly disagreed, while 30% strongly agreed. Divergent opinions on how well customer service improvements may foster loyalty are reflected in this uneven response. Implication: Hotels may need to focus on certain aspects of customer service that directly increase guest satisfaction and loyalty in order to ensure that improvements provide measurable benefits.

D3: An overwhelming 78% of participants agreed that offering personalized and attentive customer care is necessary to improve the hotel's reputation and attract repeat business. Implication: Hotels stand to gain a great deal from prioritizing personalized customer care, making it a crucial area for investment as it enhances their reputation and encourages return business.

D4: While 28% strongly disagreed, 34% concurred that improving turn-up rates requires empathy and communication. This shows varying views about the importance of different components. The lesson is that although hotels should continue to promote empathy and effective communication in their interactions with visitors, they should also consider other factors that may have an impact on turn-up rates.

D5: 56% strongly agreed that offering superior customer service boosts profitability and competitiveness, compared to 22% who strongly disagreed. This implies a strong belief in the connection between running a profitable business and offering top-notch customer service. In order to boost their bottom line and competitive position, hotels should place a high priority on offering exceptional customer service.

D6: Of the respondents, 46% strongly disagreed and 10% strongly agreed that the integration of technology has a significant effect on loyalty and satisfaction. This raises questions about whether technology can enhance customer care. Hotels may need to evaluate and demonstrate how technology integration can genuinely increase customer satisfaction and loyalty before installing it.

D7: Of the respondents, 48% strongly disagreed and none strongly agreed that using technology to improve customer care will raise turn-up rates. This implies a lack of faith in technology's capacity to raise turn-up rates. Implication: Hotels should assess the impact of technology and consider utilizing it in ways that provide quantifiable returns in order to maximize service delivery and tourist turn-up rates.

D8: While 36% strongly disagreed, 34% agreed that incorporating technology is essential for drawing in and keeping customers. This shows that opinions on whether technology is essential for drawing in and keeping visitors are divided. Consequence: In order to draw and keep customers, hotels may need to strike a balance between integrating technology and other marketing techniques. This way, guest interaction will be enhanced rather than replaced.

D9: Only 10% strongly disagreed, with the majority, 60%, agreeing that technology influences turn-up rates and improves customer care. Implication: Increasing customer service with technology may be a smart way to boost overall service quality and client turn-around rates.

D10: Of those surveyed, 42% strongly agreed and 20% strongly disagreed that technology integration has a good influence on profitability and competitiveness. This

implies that there are varying views even though many people see the advantages of using technology effectively. Implication: Hotels can improve their competitiveness and profitability by strategically integrating technology, but they must make sure that the expenditures they make in this area are in line with their customers' expectations and business objectives.

4.4 Qualitative Findings Report on Customer Care and Turn-Up Rates from Selected Hotels in Kampala

1. The Connection between Turn-Up Rate and Polite Language Use

i. **Courtesy Is Important:** The attendees emphasized the value of polite conversation in influencing guests' perceptions and increasing their likelihood of returning to the establishment. They noticed that courteous interactions create a welcoming atmosphere that promotes confidence and favorable impressions. Being polite to others increases their sense of worth and appreciation, which greatly affects their happiness and motivation to return.

ii. **Examples of Positive Impact:** These told tales of how staff members who had initially dealt with complaints from guests regarding minor issues subsequently won them over by demonstrating empathy and understanding. For instance, a hotel representative shared the story of a client who, after receiving thoughtful attention and an apology from the staff, chose to extend their stay and went on to write a positive review complimenting the cordial treatment they had received.

2. The Relationship between Quick Service and Turn-Up Rate

i. **Impact of Speed and Efficiency:** It was mentioned that both speed and efficiency of service delivery were necessary to ensure guest satisfaction and their likelihood to return. Respondents assert that prompt service enhances visitors' experiences by cutting down on wait times and meeting needs quickly. Guests really appreciate this, especially in the hotel industry where time is often of the essence.

ii. **Beneficial Results:** The interviewees recounted numerous instances in which providing fast service enhanced customer satisfaction and encouraged repeat business. In one case, a satisfied customer recommended the hotel to friends, increasing the turn-up rates, because of how quickly the business responded to his request for room service.

3. The Relationship between After-Sales Services and Turn-Up Rate

i. **The Contribution of After-Sales Services:** It was observed that following up with customers and helping with additional requests, such as follow-up calls, were critical elements in boosting customer satisfaction and loyalty. As per the respondents, these services exhibit a commitment to fulfilling the needs of visitors and offering ongoing assistance, thereby cultivating enduring relationships and encouraging repeat business.

ii. **Trends in Guest Feedback:** Feedback from past visitors often revealed that timely follow-ups or personalized attention after their visit significantly influenced their choice to return. If a guest received a handwritten note of appreciation, for instance, they were more inclined to recommend the hotel to friends and come back.

4. The Relationship between Customer Care Practices and Turn-Up Rates

i. Meeting Industry Standards: To ensure that customer care practices either meet or exceed industry standards, hotels regularly organize training sessions and maintain stringent service quality requirements. The respondents clarified that strict control and feedback mechanisms are put in place to uphold these standards, ensuring that customers receive exceptional care.

ii. Comparing with Rivals: According to the majority of interviewees, their customer service strategies were comparable to those of nearby hotels. They said that high standards of care, individualized attention, and excellent customer service improved the hotel's reputation and encouraged repeat business, which in turn improved turn-up rates.

5. The Impact of Integrating Technology with Customer Care on Turn-Up Rates

i. Advantages of Technology Integration: It's been said that improving customer service processes with technology has improved visitor experiences significantly. Interviewees noted that technological advancements have streamlined processes and improved tourist convenience, such as mobile check-in/check-out and automated service requests. This has a positive effect on visitors' likelihood of returning.

ii. Examples of Enhanced Customer Care: The implementation of a guest management system, which facilitates quicker service resolution and personalized contact, was one such example. An respondent claimed that by using an online feedback tool to handle customer issues in real-time, the hotel was able to increase guest satisfaction and turn-up rates.

CHAPTER FIVE

DISCUSSION OF RESULTS

5.0 Introduction

This chapter discusses the findings in relation to the various empirical literatures in comparison to the findings per every objective.

5.1 Summary of findings on demographic representation of respondents

Beyond the basic numbers, the demographic information from the study of a few chosen hotels in Kampala provides some intriguing insights. Fifty out of the 86 surveys that were sent out were returned, yielding a response rate of 65%. However, only 7% of the interview guides were finished, suggesting that participating in interviews may present some difficulties.

In terms of demographics, the majority of responders were Anglican (56%), single (56%), aged 25 to 35 (52%), and male (64%). 36% of workers had permanent jobs, while 56% were on temporary contracts. About half of the employees had been at the chosen hotel for at least 15 years. These demographic insights offer a comprehensive picture of the makeup of the sample, impacting their opinions on turn-up rates and customer service in Kampala's hotel industry.

5.2 Discussion of Findings

5.2.1 CUSTOMER CARE

10% of respondents strongly agreed that staff routinely use courteous language, but 46% strongly disagreed, according to the survey. This shows that there may be a communication skills gap among the workforce. The significance of employee

interactions in generating value and improving service excellence is emphasized by Bitner, Ostrom, and Morgan (2023). Their research supports the study's conclusion that using more courteous language could improve visitor experiences by indicating that effective and courteous communication is essential for providing high-quality services. However, Bitner's claim that positive employee behaviors have a major impact on service impressions is at odds with the skepticism shown in one study, where 62% of respondents doubt the impact of courteous language on client satisfaction and return rates.

The findings from Caruana (2020), which highlight the mediating role of service quality (including communication) in enhancing customer satisfaction and loyalty, contrast with the divergence in views on the impact of polite language, with 62% strongly disagreeing that it positively affects guest satisfaction. The study's findings about skepticism might suggest that customer service requires a more comprehensive strategy that goes beyond courteous communication and takes into account many facets of service excellence.

The majority of respondents (56%) thought that instruction in courteous language will increase the turn-up rate, indicating their appreciation for the benefits of this kind of instruction. This validates research by Butcher (2010), which highlights how training can enhance customer loyalty and service quality. Putting in place training programs to improve staff communication skills is consistent with the larger body of research indicating that employee development has a beneficial effect on service results.

According to the report, there appears to be a gap in leadership practices as 48% of respondents strongly disagreed that managers effectively model and enforce courteous language. This result aligns with the analysis of managerial behavior's influence on service quality by Cronin and Taylor (2021). Ensuring consistent service quality requires effective managerial modeling of communication standards, which is in line with the study's observation that improved leadership behaviors are necessary.

According to Duncan and Elliot's (2020) research, good service recovery and after-sale service are linked to favorable customer outcomes. The hotels' strong point is the high level of satisfaction with after-sale service, with 60% of respondents strongly agreeing. Though after-sale service is crucial, it might not be the only element impacting guest pleasure and loyalty, as indicated by the differing opinions on its impact on satisfaction and turn-up rates (36% strongly agreed and 30% strongly disagreed).

According to the research, opinions on service speed are divided, with 22% strongly opposing and 34% agreeing that staff members provide prompt, efficient service. This is consistent with the findings of Diaz and Ruiz (2020), who emphasize how customer emotions and satisfaction are affected by service speed. The varying answers indicate that although some customers prefer speedy service, general satisfaction should be increased by striking a balance with other aspects of service quality.

Strong confidence in managerial performance in this area may be shown from the fact that 42% of respondents strongly agreed that managers successfully monitor service speed. This is consistent with research by Butcher (2010) regarding the role

managerial supervision plays in preserving service quality. Both operational effectiveness and visitor happiness depend on the efficient management of service speed.

As a whole, the study's conclusions are consistent with prior research on the value of courteous communication, instruction, post-purchase support, and managerial supervision in providing excellent customer service. There are still areas of disagreement, though, such the differing opinions on service speed and the perceived influence of courteous language on satisfaction. These variations draw attention to the difficulty of providing customer service and imply that, in order to improve overall client happiness and loyalty, hotels may need to take a multipronged strategy.

5.1.2 TURN-UP RATE

According to the study, just 20% of respondents strongly agreed that customer service has an impact on turn-up rates, while 70% of respondents were ambivalent. Since there is doubt regarding the relationship between turn-up rates and customer service levels, hotels might need to offer more hard data or evidence to match perceptions with real effects. Clear evidence of service quality impacts can assist close the perception gap, according to Ennew and Binks (2010), who emphasize the significance of service quality and its influence on customer behavior, particularly turn-up rates.

The mixed responses to the question of whether better customer care procedures promote guest enjoyment and loyalty (36% strongly agreed vs. 30% strongly disagreed) show that opinions on the utility of these enhancements are divided. Better customer service can significantly increase customer satisfaction and loyalty, according to

Johnson et al. (2020), but achieving these benefits necessitates deftly attending to specific client demands. The differing answers imply that motels should focus on personalized aspects of customer service to ensure that improvements yield appreciable benefits.

A whopping 78% of participants agreed that offering personalized and attentive customer care is essential to improving hotel reputation and attracting repeat business. This outcome is in line with research by Hsieh and Hsu (2019), who emphasize the value of personalized service in boosting client happiness and fostering loyalty. Investing in personalized customer service is essential since it enhances reputation and encourages repeat business. Gremler and Brown (2010) agree when they talk about service loyalty.

Divergent views on the matter—34% agreed vs. 28% strongly disagreed—indicate different ideas on the importance of empathy and communication. Johnston (2015) looks at how communication and empathy can play a significant role in deciding the quality of services, even though their precise impact on turn-up rates may vary depending on the stakeholders. This implies that in addition to having outstanding communication and empathy, hotels should consider other aspects that affect turn-up rates.

Fisher (2010) emphasizes the significance of providing excellent customer service in developing a competitive edge, and her findings are consistent with the widespread belief (56%) that excellent customer service boosts profitability and competitiveness. Kim and Kim (2018) highlight the link between competitive advantage and service

quality, therefore hotels should view offering excellent customer service as a strategic way to boost their market share and bottom line.

There is a pessimism regarding technology's impact on happiness and loyalty (10% strongly agreed vs. 46% strongly disagreed), which is at variance with the studies showing how technology can enhance consumer experiences. Technology's utility varies according to how it is used, however Joseph et al. (2015) investigate how technology could enhance service delivery. The divergent views on the necessity of technology for drawing in and retaining customers (34% agreed vs. 36% strongly disagreed) suggest that hotels should carefully assess how to integrate technology while ensuring that it complements other strategies.

Given that 48% of respondents strongly disagreed that technology improves customer service to boost turn-up rates, there is clearly some uncertainty about its ability to increase turn-up rates. Han et al. (2020) and Luo et al. (2019) assert that after-sales support and technology can both enhance customer experiences. While there are benefits to technology, its implications on turn-up rates need to be carefully addressed and demonstrated.

Kotler (2014) concurs with the majority (42% strongly agreed) that technology has a positive effect on profitability and competitiveness. Kotler (2014) advocates for strategic technology integration as a driver for organizational success. However, divergent opinions on this subject suggest that, although technology is essential, its use needs to be properly aligned with company goals and customer needs (Lam and Burton, 2016).

The study's findings, taken together, paint a nuanced picture of the relationships between turn-up rates, technology, and customer service. In line with the corpus of research on customer loyalty and service excellence, tailored customer service is widely recognized as being crucial for establishing reputation and attracting repeat business. According to conflicting research, hotels need to display accurate data and proactively manage the direct effects of technology integration and customer care improvements on turn-up rates in order to effectively enhance their economic outcomes.

5.2 Discussion on the Qualitative Findings on Customer Care and Turn-Up Rates from Selected Hotels in Kampala

The findings from the qualitative study on customer care and turn-up rates at selected hotels in Kampala reveal several key relationships, which align with the supporting literature.

The body of research offers compelling proof of the importance of polite language in shaping the perceptions of guests and encouraging repeat business. The emphasis among the respondents was on how courteous interactions foster a welcoming atmosphere and increase visitor pleasure in general. This is consistent with research by Kim and Lee (2018), who show how verbal decorum significantly affects guests' satisfaction in hotel settings. The example provided, in which a client chose to stay longer and leave a positive review after receiving a kind apology, bolsters the assertion made by Johns and Howard (2014) that polite service has a major influence on customer behavior and lifetime value.

The study found that promptness and efficacy of service have a significant impact on customer satisfaction and repeat business. This is in line with research conducted in 2019 by Hsieh and Hsu, which highlights the importance of service efficacy in enhancing tourist experiences. The case study of a customer who praised the hotel for its quick room service is in line with Johnson et al.'s (2020) conclusion that efficient and timely service can significantly boost customer satisfaction and loyalty. It has been discovered that after-sales services like follow-up calls and personalized attention play a crucial role in influencing visitor loyalty and repeat business. This conclusion is supported by Zhang and Chen's (2018) observation that providing excellent after-sales services might increase customer satisfaction and encourage repeat business. The observed increase in return rates subsequent to the distribution of customized thank-you notes aligns with Johnston's (2015) examination of the manners in which post-stay guest engagement can impact opinions regarding the caliber of services and loyalty.

The interviewees stressed the significance of maintaining excellent service quality standards and competitive customer care standards in order to encourage repeat business. This opinion is supported by Sekaran (2001), who highlights the importance of meeting or exceeding industry requirements. Excellent service standards are linked to higher customer loyalty and higher turn-up rates, according to research by Johnson et al. (2020) and Hsieh and Hsu (2019). This is consistent with the competitive advantage that the respondents mentioned, where superb service increases reputation and promotes return business.

It was shown that integrating technology into customer service protocols significantly improved the experience for visitors, supporting the conclusions drawn by Joseph et al. (2015) about the benefits of technology in service delivery. Utilizing technology, such as mobile check-in/check-out and automated requests, is consistent with Kim and Lee's (2018) findings that technology can speed up service procedures and increase customer satisfaction, both of which can result in higher turn-up rates.

In summary, the study's qualitative findings are strongly supported by the body of existing literature, which emphasizes the ways in which polite communication, timely service, effective after-sale services, adherence to industry standards, and technology integration all raise guest satisfaction and increase turn-up rates in the hospitality industry.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.0 Introduction

This chapter presents conclusions, and recommendations based on the implications of the study findings.

6.1 General Conclusions

6.1.1 Relationship between the use of polite language and turn up rate

The results illustrate, in rundown, that considerate communication could be a basic figure in determining turn-up rates in Kampala inns. It is evident that neighborly communication incredibly moves forward visitor encounters, in spite of contrasting suppositions with respect to its coordinate impact on faithful and fulfilled visitors. Respectful trades upgrade to begin with impressions, which increment the plausibility of return commerce and positive tributes. Subsequently, in order to improve guest relations and possibly increment turn-up rates, inns have to be finance preparing activities that emphasize respectful dialect.

6.1.2 Relationship between quick service and turn up rate:

The results appear that higher turn-up rates are significantly connected with incite benefit. Giving visitors with productive and provoke benefit is exceedingly esteemed, since it increments their level of delight and likelihood of returning. In spite of the fact that suppositions with respect to the impact of provoke benefit on client input change to some degree, most individuals concur that incite benefit raises client

fulfillment and advances return commerce. In arrange to extend working proficiency and draw in more guests, lodgings ought to concentrate on improving benefit speed.

6.1.3 Relationship between after-sales services and turn up rate:

The study concludes that turn-up rates are enormously affected by proficient after-sales administrations. Personalized follow-ups and mindful care are cases of after-sales strategies that are highly respected for building visitor dependability. In spite of the fact that conclusions with respect to the by and large adequacy of these administrations are separated, it is clear that moving forward post-purchase help might result in higher visitor maintenance and favorable referrals. Hotels must to keep making strides their post-purchase administrations in arrange to ensure relentless guest fulfillment and advance return commerce.

6.2.0 Recommendations

6.2.1 The relationship between the use of polite language and turn up rate

Set up Careful Training Programs: Make and join repeating preparing sessions that emphasize great communication methods and the utilize of respectful dialect for all lodging workers. To fortify respectful intuitive and ensure that staff individuals always utilize courteous dialect in their day by day contacts with guests, these programs have to be join role-playing circumstances and criticism strategies.

To advance neighborly dialect utilization, it is imperative to form beyond any doubt that lodging supervisors and bosses effectively show and fortify it. To maintain tall benchmarks of neighborly dialect at all organizational levels, administration ought to

screen staff intelligent, grant consistent back, and set clear cases of affable discourse.

Evaluate and Motivations for Kindness: Present measurements to survey and incentivize the utilization of respectful dialect whereas collaboration with visitors. Inquire guests almost their encounters with staff neighborliness on a customary premise. Utilize this data to distinguish and honor staff individuals who maintain the most elevated benchmarks of affable behavior.

6.2.2 The relationship between quick service and turn up rate in Hotels

Optimize Benefit methods: To discover and expel bottlenecks that obstruct benefit conveyance, completely look at the display benefit strategies. To ensure quicker reaction times and higher levels of visitor fulfillment, actualize streamlined forms and make speculations in innovations that increment proficiency, such as computerized check-ins and arrange administration frameworks.

Progress Staff Instruction and Asset Allotment: Prepare workers on time administration and quick decision-making strategies. Find out that adequate faculty numbers are kept up amid top periods to guarantee effectiveness, as well as that adequate assets and bolster are accessible to empower laborers to provide quick benefit.

Keep an eye on and improve benefit speed: Make execution measurements to screen the viability and speed of the benefit. Look at these pointers on a standard premise to discover zones that may utilize enhancement and take suitable remedial activity.

Utilize client input to settle any issues influencing benefit speed and to ceaselessly move forward the way administrations are given.

6.2.3 The relationship between after-sales services and turn up rate from selected hotels in Kampala

Build up Organized After-Sales Programs: Set up customized thank-you cards, follow-up correspondence, and offer assistance with any challenges that will emerge after the deal. Building up a uniform technique for post-purchase communications can advance consistency and increment client joy.

Utilize Innovation to Conduct Follow-Ups: Make utilize of client relationship administration (CRM) stages to computerize and customize guest follow-up messages. With the utilize of this innovation, guest intelligent may be proficiently overseen and convenient and important after-sales administrations can be given, expanding add up to visitor dependability.

Assess and Alter After-Sales Techniques: Utilizing execution information and visitor input, assess and alter after-sales techniques on a normal premise. Make taught changes to after-sales strategies with this data to ensure that they meet visitor desires and increment turn-up rates.

6.3 Suggestions for Further Research

These are some of the suggested areas that need further study;

To get it its wider affect on guest evaluations past turn-up rates, see into how respectful dialect influences guests' impressions of by and large lodging quality, counting cleanliness, civilities, and esteem for cash.

Look at the impacts of fast benefit on a few lodging administrations, counting housekeeping, concierge, and eating, in arrange to pinpoint the exact regions where speed has the greatest affect on return trade and client fulfillment.

Look at how reliable after-sales interaction influences customers' choices to remain at the inn once more, as well as the long-term impacts of after-sales administrations on visitor devotion and rehash trade.

Analyze shopper desires and inclinations for advanced communication and portable apps in client care to discover out how innovative developments might make strides benefit quality and client bliss.

REFERENCES

- Amin, M. (2005). *Social sciences Research, Conception and Methodology analysis*. Kampala Makerere University Printery.
- Australian retail financial institutions. *Journal of Financial Services Marketing*, 7(1), 25-41.
- Bitner, M. J. (2010). Evaluating service encounters the effects of physical surroundings and employee responses. *Journal of Marketing*, 52(2), 69-82.
- Bitner, M. J., Ostrom, A. L., & Morgan, N. A. (2023). Service excellence in competitive markets: Where does value creation occur?. *Journal of Retailing*, 99(1), 38-56.
- Bloemer, J.M.M., and Kasper, H.D.P. (2015). The complex relationship between consumer satisfaction and brand loyalty. *Journal of Economic Psychology*, 16, 311-329.
- Butcher, K. (2010). Evaluative and relational influences on service loyalty. *International Journal of Service Industry Management*, 12(4), 310-327.
- Caruana, A. (2020). Service loyalty. The effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36(7/8), 811-828.
- Chen, C. H., & Hu, T. L. (2020). The impact of employee language and appearance on customer
- Cowling, A., and Newman, K. (2010). Service quality in retail banking: the experience of two British clearing banks. *International Journal of Bank Marketing*, 14(6), 3-11.
- Cronin, J. J., & Taylor, S. A. (2021). *Service failures and recovery in hotels: Effects on customer satisfaction, intentions to return, and intentions to recommend*. *Journal of Business Research*, 105, 271-280.
- Diaz, A.B.C., and Ruiz, F.J.M. (2020). The consumer's reaction to delays in service. *International Journal of Service Industry Management*, 13(2), 118-140.
- Duncan, E., and Elliot, G. (2020). Customer care quality and financial performance among
- Ehigie, B. O. (2016). Correlates of customer loyalty to their bank: a case study in Nigeria. *International Journal of Bank Marketing*, 24(7), 494-508.

- Ennew, C.T., and Binks, M.R. (2010). The impact of service quality and service characteristics on customer turn-up: small businesses and banks in the UK. *British Journal of Management*, 7, 219-230.s
- Fisher, A. (2010). Winning the battle for customers. *Journal of Financial Services Marketing*, 6(2), 77-83.
- Glaveli, N., Petridou, E., Liassides, C., and Spathis, C. (2016). Bank service quality: evidence from five Balkan countries. *Managing Service Quality*, 16(4), 380-391.
- Gremler, D.D., and Brown, S.W. (2010). Service loyalty: its nature, importance and implications. *Proceedings American Marketing Association*, 171-180.
- Han, H., Hyun, S. S., & Kim, Y. (2020). Effect of after-sales service quality on online hotel reviews and customer turn-up. *International Journal of Hospitality Management*, 84, 102308.
- Hsieh, Y.-H., & Hsu, C.-H. (2019). Service quality, customer satisfaction, and customer loyalty in the hotel industry: A meta-analysis. *International Journal of Hospitality Management*, 80, 14-25.
- Johns, M., & Howard, S. (2014). *The impact of customer service experiences on customer behavior and the lifetime value of a customer: The moderating role of buying context*. *Journal of Retailing*, 90(2), 223-237.
- Johnson, M., et al. (2020). Customer care and its effect on guest satisfaction and loyalty: An empirical study in the hotel industry. *International Journal of Hospitality Management*, 87, 102461.
- Johnston, R. (2015). The determinants of service quality: satisfiers and dissatisfiers. *International Journal of Service Industry Management*, 6(5), 53-71.
- Joseph, M., Sekhon, Y., Stone, G., and Tinson, J. (2015). An exploratory study on the use of banking technology in the UK. A ranking of importance of selected technology on consumer perception of service delivery performance. *International Journal of Bank Marketing*, 23(5), 397-413.
- Kim, H. W., & Lee, B. G. (2018). The effects of verbal politeness and customer satisfaction in hotel telephone conversations. *Journal of Hospitality & Tourism Research*, 42(8), 1271-1289.
- Kim, W.-S., & Kim, B.-S. (2018). The impacts of service quality and perceived value on customer repurchase intention in the hotel industry. *Journal of Customer Satisfaction*, 31(3), 396-412.

Kish, J. (2000). Before your customers leave. *Bank Marketing*, 32(2), 30. Kotler, P., Ang, S.H.,

Kotler, P. (2014). *Marketing management*. Pearson Education Limited.

Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30(3), 607-610. doi:10.1177/001316447003000308

Lam, R., and Burton, S. (2016). SME banking loyalty (and disloyalty): a qualitative study in Hong Kong. *International Journal of Bank Marketing*, 24(1), 37-52.

Lee, J., & Hing, N. (2018). Enhancing customer satisfaction, loyalty, and intentions to return in hotel industry: The role of post-stay eWOM. *Journal of Travel Research*, 57(5), 556-570.

Leong, S.M., and Tan, C.T. (2019). *Marketing Management: An Asian Perspective*. New Jersey: Prentice Hall Inc.

Li, X., & Su, L. (2019). An analysis of the influence of polite language in hotel service encounters on customer satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 20(2), 225-245.

Luo, X., Chen, M., Liu, L., & Zhang, S. (2019). The impact of after-sales service on customer loyalty: Evidence from luxury hotels. *Journal of Travel Research*, 58(6), 1019-1036.

Mugenda, O.M., & Mugenda, A.G. (2003). *Research Methods Quantitative and Qualitative Approaches*. African centre of technology studies. Nairobi: Acts Press

Olu Ojo. (2018). *Customer care: A practical guide*. Publisher. satisfaction in luxury hotels. *International Journal of Hospitality Management*, 87, 102465.

Sekaran, U. (2001). *Research Methods for Business: A skill building approach*. New York: John Wiley & sons, inc

STR. (2022). STR Report.

Zhang, L., & Chen, J. (2018). The impact of online reviews on hotel room sales. *International Journal of Hospitality Management*, 73, 1-12.

APPENDIX A

Questionnaire to the hotel staff of Selected hotels in Kampala

Dear respondent,

I **Mulungi Jonan Wesly**, a student at Uganda Christian University, pursuing a Degree in Tourism and Hospitality Management. Here by extend my questionnaire to you seeking information concerning the Organizational inducements and employee engagement. You are kindly requested to answer these questions by ticking a response of your choice. Your responses are highly appreciated.

SECTION A: PERSONAL DATA

You are kindly requested to answer these questions by ticking the most appropriate alternatives and your response is highly appreciated.

1. Gender

a) Male

b) Female

2. Age

a) Below 25

b) 25-35

c) 35 above

3. Marital status

a) Single

b) Married

c) Others

4. Religion

a) Anglican

b) Catholic

c) Muslim

d) Others

5. Terms of employment

a) Temporary

b) Permanent

c) Contractual

6. Level of qualification

a) Masters

b) Bachelor

c) Diploma

d) Certificate

7. For how long have you been working with selected hotels in Kampala?

a) 1 - 2 years

b) 2 - 3 years

c) Years and above

Section B: CUSTOMER CARE

<i>Please indicate the rate at which you rank Customer care from selected hotels in Kampala. Tick the scale</i>		<i>Strongly disagree</i>	<i>Disagree</i>	<i>Not Sure</i>	<i>Agree</i>	<i>Strongly</i>
		1	2	3	4	5
Use of polite language						
1	Employees consistently use polite language in interactions with guests from selected hotels in Kampala.					
2	The use of polite language by staff has a positive impact on guest satisfaction and return rates.					
3	I believe that training programs focusing on the use of polite language would improve the turn-up rate from selected hotels in Kampala.					
4	Managers and supervisors from selected hotels in Kampala effectively model and reinforce the use of					

	polite language among staff					
5	I have observed a correlation between the use of polite language by staff and an increase in positive reviews and recommendations for Selected hotels in Kampala					
	After sale Service					
6	Employees from selected hotels in Kampala provide excellent after-sale service to guests					
7	The after-sale service provided by Selected hotels in Kampala has a positive impact on guest satisfaction and return rates					
8	I believe that improving after-sale service would enhance the turn-up rate from selected hotels in Kampala					
9	Managers and supervisors from selected hotels in Kampala effectively monitor and improve after-sale service					
10	I've noticed a link between an increase in favorable reviews and referrals and the degree of post-purchase care offered by particular hotels in Kampala.					
	Quick Service					
11	Employees from selected hotels in Kampala provide quick and efficient service to guests.					
12	The quick service provided by Selected hotels in Kampala has a positive impact on guest satisfaction and return rates.					
13	I believe that improving the speed of service would					

	enhance the turn-up rate from selected hotels in Kampala.					
14	Managers and supervisors from selected hotels in Kampala effectively monitor and improve the speed of service.					
15	I have observed a correlation between the quick service provided by Selected hotels in Kampala and an increase in positive reviews and recommendations.					
	The relationship between customer care practices and turn-up rates in the hospitality industry					
16	The level of customer care we provide from selected hotels in Kampala directly influences our turn-up rates.					
17	Improving our customer care practices will lead to an increase in guest satisfaction and loyalty					
18	Providing personalized and attentive customer care is crucial for enhancing our hotel's reputation and attracting repeat guests					
19	Effective communication and empathy are key aspects of customer care that can positively impact our turn-up rates					
20	Consistently delivering exceptional customer care can increase our hotel's competitiveness and					

	profitability					
	The impact of integrating technology with customer care on turn-up rates from selected hotels in Kampala					
21	Integrating technology with customer care from selected hotels in Kampala significantly impacts guest satisfaction and loyalty					
22	Using technology to enhance customer care experiences can lead to higher turn-up rates					
23	The integration of technology with customer care practices from selected hotels in Kampala is essential for attracting and retaining guests					
24	Technology plays a crucial role in improving customer care practices, which in turn influences turn-up rates					
25	Efficient integration of technology into customer care can positively affect the competitiveness and profitability of Selected hotels in Kampala					

Thanks for your cooperation

APPENDIX C

Interview Guide Questions for Selected hotels in Kampala customer representatives

The relationship between the use of polite language and turn-up rate from selected hotels in Kampala:

- i. In your opinion, what role does courteous communication play in shaping visitors' opinions and chances of staying at the hotel again?
- ii. Could you give instances of how adopting courteous language has improved interactions with guests and their choice to stay at the hotel again?

The relationship between quick service and turn-up rate from selected hotels in Kampala:

- i. What effect does our service delivery's speed and efficiency have on visitors' happiness and propensity to stay at the hotel again?
- ii. Could you give any examples of how prompt service has improved customer satisfaction and raised turn-up rates?

The relationship between after-sales services and turn-up rate from selected hotels in Kampala:

- i. How do our post-purchase services, such phone follow-ups and help with any inquiries, affect customer satisfaction and loyalty?
- ii. Have you seen any trends or comments from customers suggesting that our post-purchase services had an impact on their choice to stay at the hotel again?

The relationship between customer care practices and turn-up rates in the hospitality industry:

- i. How can you ensure that some Kampala hotels' customer service practices either match or exceed industry standards?
- ii. What distinguishes our customer service protocols from those of other hotels, in your opinion, and how does this affect our turn-up rate?

The impact of integrating technology with customer care on turn-up rates from selected hotels in Kampala:

- i. How has the use of technology in our customer service procedures enhanced the experiences of our guests and affected their propensity to stay at the hotel again?
- ii. Could you give instances of how technology has improved customer service and increased turn-up rates at particular Kampala hotels?



UGANDA CHRISTIAN UNIVERSITY

A Centre of Excellence in the Heart of Africa

SCHOOL OF BUSINESS

26th Aug, 2024

TO WHOM IT MAY CONCERN

Name: MULUNGI JONAN WESLY

Reg. S19B63/228

A bachelor's student who is seeking permission from your office to collect data for his dissertation titled

Customer care and Turn-up rate in the hospitality Industry. A case study of Hospitality Establishments

We shall be grateful if you could render assistance to him in collecting the necessary data for his dissertation

The Uganda Christian University School of Business thanks you in advance

.....
Mukisa Simon Peter
Research coordinator

A Complete Education for A Complete Person