

Effect of hotel overall service quality on customers' attitudinal and behavioural loyalty perspectives from Zimbabwe

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Abstract

Purpose – This study examines the influence of service quality, satisfaction, trust, value, and commitment on hotel customers' attitudinal and behavioural loyalty. **Design/Methodology/Approach** – Data was collected from 234 customers in Harare, Zimbabwe's commercial capital who were served from five selected hotels using self-administered questionnaire in a cross-sectional survey. Hypothesised relationships were tested through structural equation modelling with the aid of Smart PLS software. **Findings** – Service quality, satisfaction, trust, value and commitment were found to have a significant positive effect on hotel customers' attitudinal and behavioural loyalty. **Research limitations/Implications** – The study's findings may not be generalised to other contexts as sample data was only collected in hotels situated in Harare. Complementary cross-sectional research studies can be done in other parts of the world to enable cross-cultural comparisons, as well as methodological validations. **Practical implications** – Hotels are encouraged to be more attentive to service quality, satisfaction, trust, value and commitment as they have a direct effect on hotel customers' attitudinal and behavioural loyalty. Hotel managers may need to consider the impact of the aforementioned variables when devising service marketing strategies. **Originality/Value** – Notwithstanding the limitations of the current study, the results have the potential to contribute to an improved understanding of the role of service quality, satisfaction, trust, value and commitment in enhancing attitudinal and behavioural loyalty.