

Impact of Security Management Practices on Customers' Satisfaction in the Hotel Industry in Asaba, Delta State, Nigeria

By

¹ Rev. Sistr. Mary Eucharika Ijeoma
Ukijomah@Gmail.Com² **Ndubuisi, Chidinma Confidence**
ndubuisi.chidinmaconfidence@gmail.com
<https://orcid.org/0009-0009-8948-3152>¹ Department of International Relations, Hospitality Management and Tourism Studies, Admiralty University of Nigeria, Ibusa, Delta State² Department of Biochemistry, University of Nigeria, Nsukka**Corresponding Author: Ndubuisi, Chidinma C. (ndubuisi.chidinmaconfidence@gmail.com)****Abstract**

The study investigated the impact of security management practices on customers' satisfaction in the hotel industry in Asaba, Delta State, Nigeria. Specifically, the study determined the influence of security practices on customers' satisfaction in hotel industry in Asaba; and the improved hotel security management practices to be adopted in hotel industry in Asaba. The study was guided by two research questions and two null hypotheses in line with the specific purposes. A descriptive survey research design was adopted for the study. The population for the study was 1,500 respondents, which made up of 133 hotel management staff, 982 hotel employees and 385 hotel guests from thirty-two (32) registered hotels in Asaba. A sample size 316, comprising 79 hotel management staff, 126 hotel employees and 111 hotel customers/guests from the 32 registered hotels in Asaba were studied. A mixed sampling technique involving proportionate sampling, simple random sampling and accidental sampling techniques was adopted. A structured questionnaire was used for data collection. The questionnaire was face-validated by five experts. The reliability of the instrument was tested using Cronbach Alpha reliability coefficient, and it yielded 0.85 reliability coefficient index. Data collection was carried out by the researcher with the help of three research assistants. Data collected from the study were analyzed using Mean, Standard Deviation, and one-way ANOVA. The findings revealed fifteen (15) influences of security management practices on customers' satisfaction in hotel industry in Asaba, Delta State; they are: strong security measures foster trust between guests and the hotel, leading to a more positive overall experience; when guests feel secure, they perceive higher value in their stay, which enhances satisfaction; efficient security management reduces guest anxiety about potential risks among others. The findings also identified twenty-two (22) improved hotel security practices to be adopted in hotel industry in Asaba, Delta State; they are: utilizing facial recognition technology for guest check-in, installing smart locks with remote access control, the use of AI-powered surveillance cameras for real-time monitoring, using drones for perimeter security and surveillance among others. Based on the findings, it was concluded that hotel industry's commitment to prioritizing security management directly correlates with heightened customer satisfaction, which ultimately contributes to business success through repeat patronage and positive word-of-mouth referrals. The study recommended among others that hotels should adopt state-of-the-art surveillance technologies, such as CCTV cameras and motion sensors, to monitor hotel premises continuously.

Key Words: Hotels, Security, Security Management, Influence, Customers Satisfaction, Asaba, Delta State.

Introduction

The hotel industry plays a pivotal role in the economic development of many regions, including Asaba, Delta State, Nigeria. As the hospitality sector continues to evolve, the importance of security management practices has become increasingly apparent. Security in hotels is not just about safeguarding property; it also encompasses the safety and comfort of guests, which ultimately influences their satisfaction levels (Ojo & Adeyemi, 2022). In a context where crime rates can fluctuate, effective security management becomes a crucial aspect of hotel operations, influencing customer perceptions and, consequently, their willingness to return. Recent studies indicate that enhanced security measures correlate positively with customer satisfaction. For instance, Adebayo and Olufemi (2022) found that guests are more likely to rate their hotel experiences highly when they perceive the security measures as robust and reliable. This suggests that security is a significant determinant of customer satisfaction, particularly in regions where safety concerns are prevalent (Adebayo & Olufemi, 2022).

Moreover, the role of technology in security management cannot be overstated. The integration of advanced security systems, such as surveillance cameras and electronic access controls, has been shown to enhance guest perceptions of safety and satisfaction (Ogunleye & Ibrahim, 2023). These technological advancements not only deter criminal activities but also reassure customers, thereby fostering a sense of trust and loyalty toward the hotel industry in Nigeria especially in Asaba (Ogunleye & Ibrahim, 2023).

In Asaba, where the tourism and hospitality sector is burgeoning but faces challenges related to security, understanding the influence of security management practices on customer satisfaction is vital. The local hospitality industry must adapt to the unique challenges posed by the environment while implementing best practices that align with global standards (Chukwu & Eze, 2022). This research aimed at exploring the impacts of security management practices on customer satisfaction in the hotel industry in Asaba, providing insights that could help hotel operators enhance their service offerings.

Statement of the Problem

The hotel industry is a critical sector in Nigeria's economy, particularly in regions like Asaba, Delta State, where tourism and business travel are vital for local economic growth. However, the increasing concerns regarding safety and security have posed significant challenges for hotels in attracting and retaining customers. Security management practices are essential for ensuring the safety of guests, which directly influences their satisfaction and overall experience (Ojo & Olokundun, 2021). Despite the apparent correlation between security measures and customer satisfaction, there remains a gap in comprehensive research specifically targeting the hotel industry in Asaba.

Recent studies have highlighted the importance of security management in various sectors, but limited attention has been paid to the hotel industry in Nigeria. For instance, Akinyemi et al. (2021) emphasized the relationship between security measures and customer loyalty in the hospitality sector, noting that inadequate security could lead to a decline in customer trust and satisfaction. Similarly, Oseghale and Akinyemi (2022) found that effective security practices significantly enhance guest satisfaction, yet their study did not explore the nuances specific to regional contexts like Asaba in Delta State. Also, Agbaje et al. (2023) examined the influence of security management on customer retention in Nigerian hotels, concluding that perceived security significantly affects customers' decisions to return. However, this research lacked a focus on customer satisfaction as a standalone metric, which is crucial for understanding the broader implications of security practices.

The existing literature primarily focuses on broader hospitality contexts or different regions, leaving a significant gap regarding localized studies in Asaba. Furthermore, many of these studies fail to consider the best security measures to be adopted in hotel industry. Hence, there is a pressing need for targeted research that investigates the specific influence of security management practices on customer satisfaction in Asaba's hotel industry. This is the gap this study sought to achieve.

Purpose of the Study

The general purpose of this study was to investigate the influence of security management practices on customer satisfaction in hotel industry in Asaba, Delta State, Nigeria. Specifically, the study examined the:

1. influence of security practices on customers' satisfaction in hotel industry in Asaba;
2. improved hotel security management practices to be adopted in hotel industry in Asaba;

Research Questions

The following research questions guided the study:

1. What are the influence of security practices on customers' satisfaction in hotel industry in Asaba?
2. What are the improved hotel security management practices to be adopted in hotel industry in Asaba?

Research Hypotheses

The following null hypotheses were formulated and tested at 0.05 level of significance.

1. There is no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the influence of security and safety management practices on customers' satisfaction in hotel industry in Asaba.
2. There is no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the improved hotel security management practices to be adopted in hotel industry in Asaba.

Research Methodology

A descriptive survey design was adopted for this study. The study was carried out in Asaba. Asaba is situated on the eastern bank of the Niger River, and it is the capital of Delta State. Asaba is known for its natural beauty, with lush greenery, rivers, and wildlife. Asaba is a vibrant and growing urban center, with modern infrastructure and facilities (Okolie & Okoli, 2020). It is a city located in the southern part of Nigeria, specifically in Delta State. Asaba has seen significant development in recent years, with the emergence of several hotels and hospitality establishments to cater for the growing demand from tourists and business travelers. It has also been observed that hotels in Asaba have experienced security challenges over the past years. All these features justified the reasons for choosing Asaba for this study.

The population of the study was one thousand five hundred (1,500) respondents. The population consisted of 133 hotel management staff, 982 hotel employees and 385 hotel guests from the thirty-two (32) registered hotels in Asaba, Delta State. While the population of hotel guests were selected using convenience sampling. The hotel management staff that were studied include: the hotel manager, the hotel supervisors and every head of unit within the hotel; while the hotel employees that were studied were all categories of workers in the hotel with the exception of management staff or team; these include- waiters/waitress, security personnel, cooks, room keepers and inter-alia. The hotel customers or guests studied were those that patronize hotels in Asaba which were available at the hotel on the day the questionnaires were administered to the hotels. The sample size for this study was three hundred and sixteen (316) which consisted of 79 hotel management staff, 126 hotel employees and 111 hotel customers/guests from the 32 registered hotels in Asaba. The sample size was obtained using Taro Yamane formula. Mixed sampling technique involving proportionate sampling, simple random sampling and accidental sampling techniques was adopted. Proportionate sampling technique was used to allocate certain proportions/ percentages to the population constituents (hotel management staff, hotel employees and hotel guests) at the proportions of 25%, 40% and 35% respectively; simple random sampling technique was used to sample 2 hotel management staff and 4 hotel employees in each of the 32 hotels studied. Accidental sampling technique was used to sample hotel guests, that is, 2 guests for small hotels and 3 guests for big hotels that were available and accessible at the point of administering the data. This was carried out in all the 32 registered hotels in Asaba.

The instrument for data collection is a structured questionnaire developed by the researchers. The instrument was divided into two parts. Part 1 was designed to collect data on personal information about the respondents while Part 2 was designed to collect data on the two research questions 1 and 2, with each section

answering one research question. The questionnaire items have a four-point response options of Strongly Agree (S.A), Agree (A), Disagree (D) and Strongly Disagree (SD), with corresponding nominal values of 4, 3, 2, and 1 respectively. The questionnaire was face-validated by five experts. Three experts from Department of Home Economics and Hospitality Management Education, University of Nigeria, Nsukka, and two managers from two different hotels in Asaba, Delta State. The vital suggestions made by the five experts were incorporated into the final draft of the instruments.

The instrument was trial tested with fifty (50) respondents in five (5) hotels in Port-Harcourt. The respondents consisted of 10 management staff, 20 hotel employees and 20 hotel guests in hotels in Port-Harcourt, Rivers State, Nigeria. That is, a total of 10 respondents were sampled in each hotel. The data generated from the trial testing were analyzed using Cronbach Alpha reliability method for the purpose of obtaining the internal consistency of the instrument used for the study. The data generated from the pilot testing were analyzed using Cronbach Alpha reliability coefficient and it yielded reliability coefficient of 0.85, which revealed that the instrument was effective and highly reliable to collect the desire data.

A total of 316 copies of the questionnaires were produced and distributed to the 32 registered hotels in Asaba; that is, 79 copies of the questionnaire were administered to hotel management staff; 126 copies of the questionnaire were administered to hotel employees and 111 copies of the questionnaire were administered to hotel customers/guests present in the hotel as at the time of visit. Each hotel was administered ten (10) copies of the questionnaires; that is 2 copies was given to the management staff of the hotel, 4 copies to the hotel employees, preferably top employees and long serving employees and 4 copies were administered to hotel guests or customers available in the hotel as at the time of visit. This was carried out by the researcher and three research assistants. After the questionnaire were collated, it was observed that some were not properly rated or ticked and they were not used for the final analysis. Thus, only the responses of 301 respondents comprising 75 hotel management staff, 120 hotel employees, and 106 hotel guests/customers were used in this study.

Mean, Standard Deviation, and ANOVA were used for data analysis. Mean was used to answer the two (2) research questions. The decision rule was that any mean response whose value was 2.50 and above was "Agreed" by the respondents while any item whose mean value was below 2.50 was "Disagreed" by the respondents. Standard deviation was used to find out how close or far the responses of the respondents were to the mean. ANOVA was used to test the two null hypotheses at 0.05 level of significance. The decision rule for the null hypotheses was that any null hypothesis whose p-value was less than 0.05 level of significance was rejected and regarded as significant. Also, any null hypothesis whose p-value is equal to or greater than 0.05 level of significance was upheld and regarded as not significant.

Presentation of Results

Table 1: Mean Responses and Standard Deviation on the influence of security management practices on customers' satisfaction in hotel industry

S/N	influence of security management practices on customers' satisfaction in hotel industry	\bar{X}	SD	Rmks
1	Strong security measures foster trust between guests and the hotel, leading to a more positive overall experience	3.11	.80	Agree
2	When guests feel secure, they perceive higher value in their stay, which enhances satisfaction	3.24	.80	Agree
3	Efficient security management reduces guest anxiety about potential risks	3.37	.81	Agree
4	Guests who feel safe are more likely to leave positive reviews and recommend the hotel to others, enhancing its reputation	3.07	.90	Agree
5	Guests are more likely to return to hotels where they feel their security are prioritized	3.01	.93	Agree
6	Satisfied guests may leave positive online reviews, improving the hotel's reputation.	3.30	.78	Agree
7	Hotels prioritizing security can differentiate themselves from competitors.	2.89	.95	Agree
8	Effective security in hotel can lead to high turnover of hotel guests	3.02	.93	Agree

9	Customers may be willing to pay more for accommodations that demonstrate strong security measures.	2.96	.93	Agree
10	Clearly defined emergency protocols enhance guest confidence, knowing that the hotel is prepared for any situation	2.95	.99	Agree
11	Security features such as surveillance cameras and secure entry points can improve the perception of hotel amenities	3.11	.83	Agree
12	Visible security measures deter potential criminal activities, contributing to a safer environment	3.12	.82	Agree
13	Involving guests in safety initiatives can enhance their sense of community and engagement.	3.08	.81	Agree
14	Implementing security measures often includes avenues for guest feedback, allowing for continuous improvement	3.16	.82	Agree
15	A secure atmosphere allows guests to relax and enjoy their stay without disturbance.	3.10	.81	Agree
Grand Mean		3.09	.86	Agree

Key: \bar{X} = Mean; SD = Standard Deviation; Rmks = Remarks, N = 301

The result presented in Table 1 on the influence of security management practices on customers' satisfaction in hotel industry in Asaba indicated that all 15 items obtained mean values 2.89 to 3.37 with overall mean value of 3.09 which is far above the cut of mark of 2.50. This implies that the respondents accepted all the 15 items as the influences of security management practices on customers' satisfaction in hotel industry in Asaba, Delta State. The corresponding standard deviation to each of the items ranged from 0.78 to 0.99 with grand value of 0.86, indicating that the respondents are close to each other in their responses on the influences of security management practices on customers' satisfaction in hotel industry in Asaba.

Table 2: ANOVA Analysis on the Mean Responses of hotel management staff, hotel employees and hotel customers on the influence of security management practices on customers' satisfaction in hotel industry

S/ N	Influence of security management practices on customers' satisfaction in hotel industry	F-Ratio	P-value	Rmks	Decision
1	Strong security measures foster trust between guests and the hotel, leading to a more positive overall experience	.332	.718	N.S	Accept
2	When guests feel secure, they perceive higher value in their stay, which enhances satisfaction	1.103	.333	N.S	Accept
3	Efficient security management reduces guest anxiety about potential risks	4.614	.011	S	Reject
4	Guests who feel safe are more likely to leave positive reviews and recommend the hotel to others, enhancing its reputation	.780	.459	N.S	Accept
5	Guests are more likely to return to hotels where they feel their security are prioritized	.878	.417	N.S	Accept
6	Satisfied guests may leave positive online reviews, improving the hotel's reputation.	2.419	.091	N.S	Accept
7	Hotels prioritizing security can differentiate themselves from competitors.	.222	.801	N.S	Accept
8	Effective security in hotel can lead to high turnover of hotel guests	.813	.445	N.S	Accept
9	Customers may be willing to pay more for accommodations that demonstrate strong security measures.	.171	.843	NS	Accept
10	Clearly defined emergency protocols enhance guest confidence, knowing that the hotel is prepared for any situation	2.941	.054	NS	Accept

11	Security features such as surveillance cameras and secure entry points can improve the perception of hotel amenities	.078	.925	N.S	Accept
12	Visible security measures deter potential criminal activities, contributing to a safer environment	1.695	.185	N.S	Accept
13	Involving guests in safety initiatives can enhance their sense of community and engagement.	1.320	.269	N.S	Accept
14	Implementing security measures often includes avenues for guest feedback, allowing for continuous improvement	.213	.809	N.S	Accept
15	A secure atmosphere allows guests to relax and enjoy their stay without disturbance.	.363	.696	N.S	Accept
Overall Mean and Decision		1.196	.470	N.S	Accept

Key: Hotel Mgt. Staff No. = 75 & Grand Mean = 3.08; Hotel Employees No. = 120 & Grand Mean = 3.11; Hotel Customers No. = 106 & Grand Mean = 3.09; Total No. = 301 and Overall Grand Mean = 3.09; Df (Degree of Freedom) = 300; N.S = Not Significant, S = Significant

Table 2 revealed the ANOVA result of the hypothesis of no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the influence of security management practices on customers' satisfaction in hotel industry in Asaba. From the result, it showed that all the items except item 3 were not significant. Also, it showed that the overall P-value is 0.470, which is higher than 0.05 ($P > 0.05$) is not significant. Hence, the null hypothesis is upheld.

Table 3: Mean Responses and Standard Deviation of hotel management staff, hotel employees and hotel customers on the improved hotel security practices to be adopted in hotel industry

S/N	Best hotel security practices to be adopted	\bar{X}	SD	Rmks
1	Utilizing facial recognition technology for guest check-in	3.06	.80	Agree
2	Installing smart locks with remote access control	3.25	.75	Agree
3	The use of AI-powered surveillance cameras for real-time monitoring	3.29	.81	Agree
4	Using drones for perimeter security and surveillance	3.14	.73	Agree
5	Implementing a centralized security management system for real-time alerts and response	3.08	.76	Agree
6	Using motion sensors for detecting suspicious behaviour	3.34	.76	Agree
7	Incorporating virtual security guards for remote monitoring and response.	2.25	1.10	Disagree
8	Implementing panic buttons in guest rooms for emergency situations	3.28	.83	Agree
9	Implementing guest identity verification systems for enhanced security	3.18	.73	Agree
10	Utilizing cybersecurity measures to protect guest data and hotel systems	2.99	.95	Agree
11	Installing smart lighting systems for improved visibility and security	3.14	.85	Agree
12	Implementing secure payment processing systems to prevent fraud	3.08	.83	Agree
13	Utilizing advanced fire detection and suppression systems	3.13	.78	Agree
14	Installing access control systems for restricted areas within the hotel	3.19	.87	Agree
15	Incorporating secure Wi-Fi networks for guest and staff use	3.06	.84	Agree
16	Implementing secure key management systems for guest room access	3.10	.84	Agree
17	Incorporating biometric time and attendance systems for staff management and security	3.10	.87	Agree
18	The use of mobile security apps in the hotel premises	3.29	.80	Agree
19	Constant and regular security training	2.96	.80	Agree
20.	Recruiting well trained and experienced security personnel	3.10	.76	Agree
21.	The use of alarm systems	3.17	.83	Agree
22.	The use of secure storage facilities for safe guarding hotel valuables	3.02	.85	Agree
23.	Implementing a robust CCTV surveillance system	2.99	.83	Agree
Grand Mean		3.09	0.82	Agree

Key: X = Mean; SD = Standard Deviation; Rmks = Remarks, N = 301

The result on the improved hotel security practices to be adopted in hotel industry in Asaba, Delta State presented in Table 3 indicated that 22 items out of 23 items had mean values ranging from 2.96 to 3.34 with a grand mean value of 3.09 which were above the cut-off point of 2.50. This showed that the respondents agreed that the 22 items are the improved hotel security practices to be adopted in hotel industry in Asaba. The corresponding standard deviation to each of the items ranged from 0.73 to 1.10 showing that the opinions of the respondents were very close to each other.

Table 4: ANOVA Analysis on the Mean Responses of hotel management staff, hotel employees and hotel customers on the best hotel security practices to be adopted in hotel industry

S/ N	Best hotel security practices to be adopted	F- Ratio	P- value	Rmks	Decision
1	Utilizing facial recognition technology for guest check-in	1.120	.328	N.S	Accept
2	Installing smart locks with remote access control	.139	.871	N.S	Accept
3	The use of AI-powered surveillance cameras for real-time monitoring.	4.349	.014	S	Reject
4	Using drones for perimeter security and surveillance	.378	.685	N.S	Accept
5	Implementing a centralized security management system for real-time alerts and response	1.046	.353	N.S	Accept
6	Using motion sensors for detecting suspicious behaviour	.260	.771	N.S	Accept
7	Incorporating virtual security guards for remote monitoring and response.	3.312	.038	S	Reject
8	Implementing panic buttons in guest rooms for emergency situations	4.337	.014	S	Reject
9	Implementing guest identity verification systems for enhanced security	7.753	.001	S	Reject
10	Utilizing cybersecurity measures to protect guest data and hotel systems	3.535	.030	S	Reject
11	Installing smart lighting systems for improved visibility and security	2.592	.077	N.S	Accept
12	Implementing secure payment processing systems to prevent fraud	1.632	.197	N.S	Accept
13	Utilizing advanced fire detection and suppression systems	2.162	.117	N.S	Accept
14	Installing access control systems for restricted areas within the hotel	1.735	.178	N.S	Accept
15	Incorporating secure Wi-Fi networks for guest and staff use	.725	.485	N.S	Accept
16	Implementing secure key management systems for guest room access	1.554	.213	N.S	Accept
17	Incorporating biometric time and attendance systems for staff management and security	.208	.812	N.S	Accept
18	The use of mobile security apps in the hotel premises	6.146	.002	S	Reject
19	Constant and regular security training	.239	.788	N.S	Accept
20	Recruiting well trained and experienced security personnel	1.976	.140	N.S	Accept
21	The use of alarm systems	.316	.729	N.S	Accept
22	The use of secure storage facilities for safe guarding hotel valuables	.105	.900	N.S	Accept
23	Implementing a robust CCTV surveillance system	1.682	.188	N.S	Accept
Overall Mean and Decision		2.0566	.3448	N.S	Accept

Key: Hotel Mgt. Staff No. = 75 & Grand Mean = 3.15; Hotel Employees No. = 120 & Grand Mean = 3.10; Hotel Customers No. = 106 & Grand Mean = 3.03; Total No. = 301 and Overall Grand Mean = 3.09; Df (Degree of Freedom) = 300; N.S = Not Significant, S = Significant.

Table 4 showed the ANOVA result of the hypothesis of no significant difference among the mean responses of hotel management staff, hotel employees and hotel customers on the best security practices to be adopted in hotel industry. The result found that items 3, 7, 8, 9, 10, and 18 were significant whereas all other remaining items were not significant. However, since the overall p-values is 0.3448 which is greater than 0.05 ($P > 0.05$), it therefore indicated that the null hypothesis is not significant. Hence, the null hypothesis is accepted.

Discussion of Findings

The findings revealed fifteen (15) influences of security management practices on customers' satisfaction in hotel industry in Asaba, Delta State. The influences are as follows: strong security measures foster trust between guests and the hotel, leading to a more positive overall experience; when guests feel secure, they perceive higher value in their stay, which enhances satisfaction; efficient security management reduces guest anxiety about potential risks; guests who feel safe are more likely to leave positive reviews and recommend the hotel to others, enhancing its reputation; guests are more likely to return to hotels where they feel their security are prioritized; satisfied guests may leave positive online reviews, improving the hotel's reputation; hotels prioritizing security can differentiate themselves from competitors; effective security and safety in hotel can lead to high turnover of hotel guests; customers may be willing to pay more for accommodations that demonstrate strong security measures; clearly defined emergency protocols enhance guest confidence, knowing that the hotel is prepared for any situation; security features such as surveillance cameras and secure entry points can improve the perception of hotel amenities; visible security measures deter potential criminal activities, contributing to a safer environment; involving guests in safety initiatives can enhance their sense of community and engagement; implementing security measures often includes avenues for guest feedback, allowing for continuous improvement; and a secure atmosphere allows guests to relax and enjoy their stay without disturbance. The hypothesis backing it up showed that there was no significant difference in the mean responses of hotel management staff, hotel employees and hotel customers on the influence of security management practices on customers' satisfaction in hotel industry in Asaba, Delta State.

The finding aligns with Alonso-Almeida and Bremser (2020), who contended that customers experience greater trust in hotels that prioritize security and safety. This trust significantly elevates their likelihood of returning and recommending the hotel to others. When hotels implement rigorous security and safety protocols, customers feel safer in their environment, which fosters loyalty and increases overall satisfaction (Alonso-Almeida & Bremser, 2020). The finding also supports Hwang and Han (2021), who stated that improved security measures enhance the perceived value of the hotel experience. The authors also noted that positive perceptions are vital in customer satisfaction, especially for businesses in the hospitality sector. Enhanced security measures lead to a more favorable image, as customers equate security with quality. The finding also corresponds with Chen (2021), who opined that enhanced safety protocols in hotels can lead to decreased anxiety levels for guests, allowing them to enjoy their stay more fully. When customers feel secure, their anxiety diminishes, leading to increased relaxation and a better overall experience. The result also conforms with Oti et al. (2022), who stressed that customers may be willing to pay more for accommodations that demonstrate strong security measures. Increased customer satisfaction leads to higher revenue through repeat business and referrals. Hotels that prioritize security see a direct correlation between enhanced customer satisfaction and revenue growth, as satisfied customers often spend more and return more frequently (Oti et al., 2022).

The findings in Table 3 identified twenty-two (22) improved hotel security practices to be adopted in hotel industry in Asaba, Delta State. The improved hotel security practices are: utilizing facial recognition technology for guest check-in, installing smart locks with remote access control, the use of AI-powered surveillance cameras for real-time monitoring, using drones for perimeter security and surveillance, implementing a centralized security management system for real-time alerts and response, using motion sensors for detecting suspicious behavior, implementing panic buttons in guest rooms for emergency situations, implementing guest identity verification systems for enhanced security, utilizing cybersecurity measures to protect guest data and hotel systems, installing smart lighting systems for improved visibility and security, implementing secure payment processing systems to prevent fraud, utilizing advanced fire detection and suppression systems, installing access control systems for restricted areas within the hotel, incorporating

secure Wi-Fi networks for guest and staff use, implementing secure key management systems for guest room access, incorporating biometric time and attendance systems for staff management and security, the use of mobile security apps in the hotel premises, constant and regular security training, recruiting well trained and experienced security personnel, the use of alarm systems, the use of secure storage facilities for safe guarding hotel valuables, and implementing a robust CCTV surveillance system throughout the premises. The finding also showed that significant difference does not exist in the mean responses of hotel management staff, hotel employees and hotel customers on the best hotel security practices to be adopted in hotel industry in Asaba, Delta State.

The findings are in tone with Li et al. (2019), who state that hotels operators need advanced surveillance systems to help in preventing and solving security breaches in hotels. Surveillance cameras can be strategically placed around the hotel premises to monitor and record activities, enhancing security. The finding also strengthened Young et al. (2018), who emphasize the need to incorporate secure Wi-Fi networks for guest and staff use. Hotels should ensure that their Wi-Fi networks are secure to protect guests from potential cyber threats. The result also conforms with Egbendewe-Mondzozo et al. (2020), who contended that biometric technology such as fingerprint, facial recognition, and iris scanning should be used to enhance security in hotels. These systems can be used for access control to hotel rooms and other sensitive areas. Biometric technology can significantly improve security in the hotel industry. The finding also supports Sharma and Luthra (2020), who observes the need for hotels to periodically conduct security training to their staff. The authors further stated that a well-trained staff can play a crucial role in maintaining a safe and secure environment for guests. Hotel staff should be trained in security protocols and procedures to effectively respond to security incidents.

Conclusion

The research on the influence of security management practices on customer satisfaction in the hotel industry in Asaba, Delta State, Nigeria, highlights the critical role that security measures play in enhancing the overall guest experience. The findings indicate that effective security management not only protects guests and their belongings but also fosters a sense of trust and comfort, which significantly influences customer satisfaction and loyalty. The study reveals that hotels implementing robust security protocols, including surveillance systems, staff training, and emergency response plans, tend to receive higher satisfaction ratings from guests. This is particularly relevant in a region where concerns about safety can deter potential customers. Moreover, the research underscores the importance of transparent communication about security measures, as customers are more likely to appreciate and feel secure in environments where they are well-informed. In conclusion, the hotel industry's commitment to prioritizing security management directly correlates with heightened customer satisfaction, which ultimately contributes to business success through repeat patronage and positive word-of-mouth referrals.

Recommendations

Based on the findings, the following recommendations are made:

- 1) Hotels should invest in regular training programs for staff to ensure they are equipped to handle security-related issues effectively. This includes emergency response training, customer service skills, and conflict resolution.
- 2) Hotels should adopt state-of-the-art surveillance technologies, such as CCTV cameras and motion sensors, to monitor hotel premises continuously. This can help in both deterrence and rapid response to potential incidents.
- 3) Hotels should establish clear security policies that outline protocols for various scenarios, such as theft, fire, and other emergencies. These policies should be communicated to both staff and guests.
- 4) There is need for hotels operators to conduct periodic security audits to identify vulnerabilities and areas for improvement. This proactive approach can help mitigate risks before they become issues.
- 5) Hotels should regularly solicit guest feedback on their perceptions of hotel security measures. They should use this information to make informed adjustments to security practices, ensuring they align with customer expectations and concerns.

References

- Adebayo, O., & Olufemi, A. (2022). The influence of security measures on customer satisfaction in the hotel industry: Evidence from Nigeria. *Journal of Hospitality Management*, 50(1), 27-35. <https://doi.org/10.1016/j.jhm.2022.01.005>
- Agbaje, A., Fan, H., & Akinyemi, O. (2023). Security management and customer retention in Nigerian hotels: A theoretical perspective. *Journal of Hospitality and Tourism Management*, 55, 45-55. DOI: 10.1016/j.jhtm.2023.03.004
- Akinyemi, O., Oseghale, O., & Akinlabi, O. (2021). The influence of security management on customer loyalty in the Nigerian hospitality sector. *Tourism Management*, 87(3), 104-115. DOI: 10.1016/j.tourman.2021.104115
- Alonso-Almeida, M. d. M., & Bremser, K. (2020). The importance of safety and security in the hotel sector: Evidence from Spain and the USA. *International Journal of Hospitality Management*, 87, 102501. DOI: 10.1016/j.ijhm.2019.102501
- Chen, H. (2021). The influence of reporting systems on hotel employee security. *International Journal of Hospitality Management*, 92, 102739.
- Chukwu, C., & Eze, E. (2022). Security challenges and customer satisfaction in Nigeria's hospitality sector. *African Journal of Hospitality, Tourism and Leisure*, 11(1), 23-35. <https://doi.org/10.46222/ajhtl.19770720-137>
- Egbendewe-Mondzozo, A., & Lemaire, E. (2020). *Biometric technology in the hospitality industry: Privacy and security*. In S. Hussein, & R. R. Mazlan (Eds.), *Emerging Technologies for the Evolution and Maintenance of the Hospitality Industry* (pp. 231-250).
- Hwang, J., & Han, H. (2021). The effects of hospitality service quality and customer perception on customer satisfaction and loyalty. *International Journal of Hospitality Management*, 93, 102-112. DOI: 10.1016/j.ijhm.2020.102763
- Li, X., et al. (2021). A review of digital transformation technologies in the hotel industry: Opportunities and challenges. *International Journal of Contemporary Hospitality Management*, 33(6), 1992-2015.
- Ogunleye, A., & Ibrahim, R. (2023). Technological advancements in hotel security and their influence on guest satisfaction. *International Journal of Hospitality Management*, 45(3), 215-230. <https://doi.org/10.1016/j.ijhm.2023.03.002>
- Ojo, A., & Adeyemi, S. (2022). Assessing the role of security in enhancing customer satisfaction in the hotel industry. *Tourism Management Perspectives*, 43(3), 100-110. <https://doi.org/10.1016/j.tmp.2022.04.003>
- Ojo, J. A., & Olokundun, M. A. (2021). Security management in the hospitality sector: A review of literature. *Journal of Hospitality and Tourism Management*, 49(2), 123-134. DOI: 10.1016/j.jhtm.2021.06.001
- Okolie, S. O., & Okoli, C. J. (2020). Sustainable hotel development in Asaba, Nigeria: A strategic approach. *Journal of Sustainable Tourism*, 18(3), 345-359.
- Oseghale, O., & Akinyemi, O. (2022). Security practices and customer satisfaction in Nigerian hotels: A case study approach. *Journal of Hospitality and Tourism Management*, 51, 67-77. DOI: 10.1016/j.jhtm.2022.02.003
- Oti, J. E., Akala, R., & Otti, T. O. (2022). Assessing the influence of safety and security management on guest satisfaction and revenue in hotels. *Journal of Hospitality and Tourism Management*, 52, 275-285. DOI: 10.1016/j.jhtm.2022.04.001
- Sharma, Y., & Luthra, S. (2020). The influence of employee training on perceived service quality: A study of the Indian hospitality industry. *Tourism Review*, 75(5), 1158-1187.
- Young, S., Song, H. J., & Oh, H. (2018). The effects of hotel information security and privacy on customer's trust and loyalty: A customer self-disclosure perspective. *International Journal of Hospitality Management*, 71, 77-89.