

ENTREPRENEURIAL ORIENTATION AND CUSTOMER SATISFACTION OF HOTELS IN PORT HARCOURT**Barr. Bernard Nwekeala Ph.D****Department of Marketing, Faculty of Management Sciences,
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Nigeria***E-mail: benonyedi@yahoo.com***ABSTRACT**

This research is conducted to investigate the influence of Entrepreneurial orientation and customer satisfaction of hotels in Port Harcourt. The study adopted the descriptive research design. A sample size of 359 staff and customers were randomly selected using the questionnaire for data collection. Data analysis was done using descriptive statistics of mean and standard deviation while inferential statistics of Pearson Product Moment Correlation Coefficient (PPMC) was used to test the stated hypothesis on SPSS version 25. Findings found out that every variable tested has a good-sized effect on hotels in Port Harcourt. The study concludes that innovation affects customer satisfaction in Port Harcourt. The study therefore recommends that: Company in port Harcourt should rebrand their product be it get to saturated point, Hotels and other finis in Port Harcourt should be proactive in nature to avoid product decline

Keywords: Entrepreneurial orientation, customer satisfaction, innovativeness, and Proactiveness

INTRODUCTION

The modern-day business milieu demands that firms become entrepreneurial oriented if they must create an inimitable and specialized continued existence to preserve existing customers or get new ones (Erci, 2011); with a vision to increase market share and have an edge over their rivals (Miller & Friesen, 1983). To achieve this, firms set up routes and course of actions to secure a comfortable share of the market to attract customer satisfaction. It is clear as crystal that the achievement and safeguarding of customer satisfaction in the contemporary business landscape requires consistent and constant fine-tuning of innovative practices, get on unavoidable risks and proactively making the most of opportunities embedded in the environment that attracts continuous survival in business. This is imperative because firms need to achieve superior performance over rival organizations in the marketplace with a well packaged entrepreneurial orientation programs to attract customer satisfaction in their respective industries. There is an increased cognizance in the global community about the vital role that entrepreneurship plays in promoting the formation and management of industry in both the developing and developed countries of the world. The future of any economy globally, depends critically on entrepreneurial activities. In Nigeria, before the 1980s, the perception of entrepreneurship had mounted to a high level of national homily and policy formulation as it has been seen as a major motorist and keys for the level of industrialization, modernization, urbanization and meaningful employment generation for the unemployed individual Adeyemi and Aremu (2011). Entrepreneurship since then is considered to be the essential factor facilitating national industrial development and has equally be serving as the architect of job opportunity both in the rural and urban centers particularly for the young school leavers and graduate alike. Poverty alleviation to the citizen has is equally be facilitated by entrepreneurial operational activities (Aigboje, 2014).

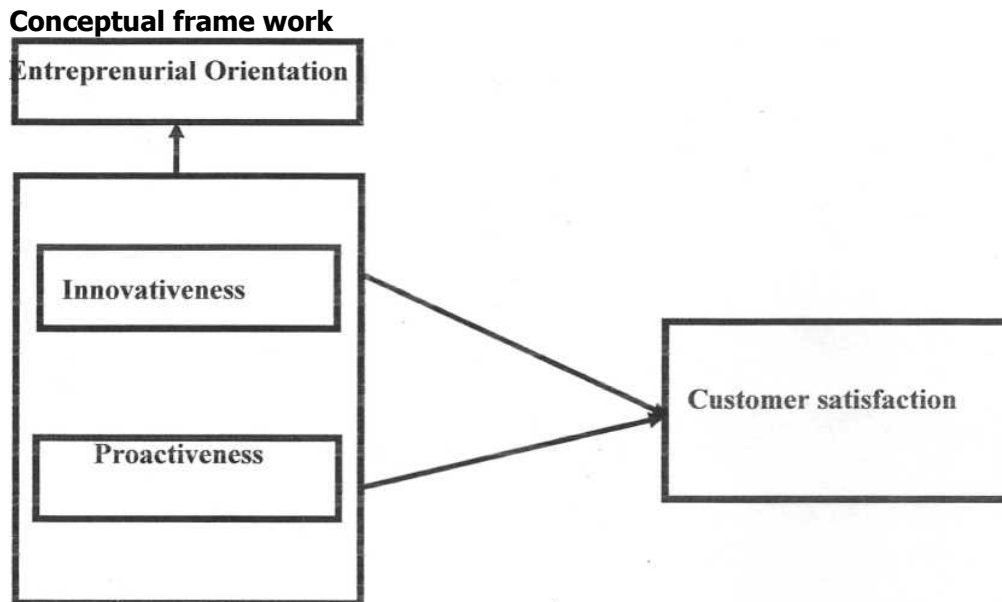


Fig 1.1 conceptual frame work of Entrepreneurial orientation and customer satisfaction of hotels in Port Harcourt

Objective of the study

The purpose of this study is to examine the relationship between entrepreneurial orientation and customer satisfaction of hotels in Port Harcourt. The specific objective is:

1. To examine the relationship between innovativeness and customer satisfaction of hotels in Port Harcourt
2. To investigate the relationship between Proactiveness and customer satisfaction of hotels in Port Harcourt

Research Question

The following research question were formulated

1. To what extent is the relationship between innovativeness and customer satisfaction hotels in Port Harcourt?
2. To what extents is the relationship between Proactiveness and customer satisfaction of hotels in Port Harcourt

Research Hypothesis

The following hypothesis are formulated and tested for the study

H₀₁: There is no significance relationship between innovativeness and customer satisfaction of hotels in Port Harcourt

H₀₂: There is no significance relationship between Proactiveness and customer satisfaction of hotels in Port Harcourt

Literature Review

Concept of Entrepreneurial Orientation

Entrepreneurial orientation (EO) is the processes, practices, and decision-making activities that lead to new market entry (Pumpkin & Dess, 1996; Wang, 2008). Entrepreneurial orientation is the strategic approaches in decision making process as well as means of explaining firm performance (Green. Covin, & Sievin, 2008; Huang & Wang, 2011). Entrepreneurial orientation is the autonomy, innovativeness, proactiveness, competitive aggressiveness, and risk-taking ability (Pumpkin & Dess, 1996). Entrepreneurial orientation may be viewed as the entrepreneurial strategy making processes that key decision makers employ to endorse their companies' managerial purpose, uphold its vision, and generate competitive advantage(s) Akani. Wami and Ikegwuru (2020).

Dimension of Entrepreneurial Orientation**Innovativeness**

Innovativeness On innovativeness. Schumpeter (2019) noted that the "purest type of entrepreneur genus" is "The entrepreneur who confines himself most strictly to the characteristic entrepreneurial function, the carrying out of new combinations", in a word: innovation. According to Lumpkin and Dess (1996:142) innovativeness mirrors the aptness for an enterprise "To engage in and support new ideas, novelty, experimentation, and creative processes that may result in new products, services, or technological processes". Lumpkin and Dess (1996) describe innovation as a consequential means of tracing opportunities and so is a significant constituent of an entrepreneurial orientation. Lumpkin and Dess (1996:143) provided a good reason for the use of innovativeness as a dimension of an entrepreneurial orientation since it "reflects an important means by which firms pursue new opportunities

Proactiveness

Proactiveness is the propensity to identify event in advance or an act that facilitate future prospect and needs rather than responding later when the incident must have been spread-out. A proactive firm is that firm that adopts an opportunity seeking prospect. Certo, Moss and Short, (2009) argued, that first-mover attitude is the best approach for exploiting on a market chance. If a firm spots an opportunity and it becomes the leading firm to act upon it, it can make unusual incomes and benefit from make recognition (Estanda, 2014). Thus, proactiveness, denotes taking advantage, getting ahead to carry out fresh opportunities, and generating new markets or take apart in emerging ones, it is regarded as one of the important entrepreneurial orientation indies. Walter, Auer and Ritter, (2006) and Zhang and Zhang, (2012) argued that no firm can be sustained without being proactive, innovative and be prepared to venture into untested risk. Lumpkin and Dess (1996) argued that proactiveness is significantly important for entrepreneurial orientation as a result of its forward-looking view. Sue et ai., (2011) adopted the view of Slevin and Covin (2006) cited by Senad and Ramo (2015) with the argument that proactiveness, innovativeness, and risk taking are components of entrepreneurial orientation which positively relate to firm performance.

Concept of consumer satisfaction**Empirical Review**

Akani, Wami and Ikegwuru (2020) investigated the effect of entrepreneurial orientation on marketing performance of SMEs in Rivers State, Nigeria with a population of 377 registered SMEs in Rivers State. The regression analysis technique was used to realize the influence of entrepreneurial orientation on marketing performance, while the hierarchical regression technique was engaged to test the moderating role of market orientation on the relationship between entrepreneurial orientation and marketing performance. The result depicts that, entrepreneurial orientation has a positive and significant relationship with marketing performance at 0.05 significant level.

Kenigheni and Ikegwuru (2020) analyzed the effect of entrepreneurial orientation on unemployment reduction in Nigeria by means of a survey design. The stratified random sampling technique was engaged to select 200 entrepreneurs from four known Local Government areas in Rivers State. The ordinary least square (OLS) method was employed to assess the association between entrepreneurial orientation and unemployment reduction in Nigeria and the findings divulge that entrepreneurial orientation significantly predicts unemployment reduction in Nigeria.

METHODOLOGY

This study adopted the descriptive research design, according to Isangedighi, Joshua, Asim and Ekuri (2606) the descriptive research design entails the collection of facts to accurately and objectively describes existing phenomena. The populace of the study has a look at the clients of customer and staff of hotels in Port Harcourt. The pattern of 384 folks changed into randomly selected while a total of 359 questionnaires have been correctly retrieved representing 93% return rate and used for the analyses. The sample size was determined using Morgan Krejcie table. Reliability was measured

using Cronbah’s Alpha method for its measure of consistency and stability of the instrument and a reliability coefficient of 0.87 were gotten which shows an acceptable level of reliability. The questionnaires were administered with the aid of two (2) research assistances trained by the researcher on data administration. Data analysis was done with mean and standard deviation while hypothesis testing was done with the use of PPMC on SPSS version 25. The study revealed significant relationship in variables investigated.

Result of Findings

Hypothesis 1:

There is no significant relationship between innovativeness and customer satisfaction of hotels in Port Harcourt

Table 1: Computation of Relationship between innovativeness and Customer satisfaction of hotels in Port Harcourt

		Innovativeness	customer satisfaction
Innovativeness	Persons correlation	1	.804**
	Sig. (2- tailed)		.000
	N	359	359
customer satisfaction	Persons correlation	.804**	1
	Sig. (2-tailed)	.000	
	N	359	359

Correlation on significance at the 0.05 (2-tailed)

Table 1 shows a correlated result of an analysis on innovativeness and customer satisfaction of hotels in Port Harcourt metropolis. The result indicates that innovativeness has a strong positive correlation with customer satisfaction ($r = .804$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{01}) of no significant relationship between innovativeness and customer satisfaction of hotels in Port Harcourt metropolis is thus rejected. Hence, there is a strong positive relationship between innovativeness and customer satisfaction of hotels in Port Harcourt metropolis. This implies that customer satisfaction of hotels increases in Port Harcourt when there is an increase in innovativeness.

Hypothesis 2:

There is no significant relationship between feminine appeal and purchase intention of cosmetic products in Port Harcourt metropolis.

Table 2; Computation of Relationship between Proactiveness and customer satisfaction of hotels in Port Harcourt in Port Harcourt Metropolis.

		Proactiveness	customer satisfaction
Proactiveness	Persons correlation	1	.792**
	Sig. (2-tailed)		.000
	N	359	359
customer satisfaction	Persons correlation	.792**	1
	Sig. (2-tailed)	.000	
	N	359	359

****.** *Correlation is significant at the 0.05 level (2-tailed).*

Table 1 shows a correlated result of an analysis on proactiveness and customer satisfaction of hotels in Port Harcourt metropolis. The result indicates that proactiveness has strong positive correlation

with customer satisfaction ($r = .792$) which is significant at 0.05 level. Based on this result, the null hypothesis (H02) of no significant relationship between proactiveness and customer satisfaction in hotel in Port Harcourt metropolis is thus rejected. Hence, there is a strong positive relationship between proactiveness and customer satisfaction of Hotels in Port Harcourt metropolis. This indicates that customer satisfaction increases in Port Harcourt when there is an increase in customer satisfaction.

Discussion of Findings

Findings in Table 1 result indicates that innovativeness has a strong positive correlation with customer satisfaction ($r = .804$) which is significant at 0.05 level. Based on this result, the null hypothesis (H01) of no significant relationship between innovativeness and customer satisfaction of hotels in Port Harcourt metropolis is thus rejected. Hence, there is a strong positive relationship between innovativeness and customer satisfaction of hotels in Port Harcourt. This finding is in line with Schumpeter (2019) which noted that the "purest type of entrepreneur genius" is "the entrepreneur who confines himself most strictly to the characteristic entrepreneurial function, the carrying out of new combinations", in a word: innovation. According to Lumpkin and Dess (1996:142) innovativeness mirrors the aptness for an enterprise "to engage in and support new ideas, novelty, experimentation, and creative processes that may result in new products, services, or technological processes.

Findings in Table 2 show a correlated result of an analysis on proactiveness and customer satisfaction of hotels in Port Harcourt metropolis. The result indicates that proactiveness has strong positive correlation with customer satisfaction ($r = .792$) which is significant at 0.05 level. Based on this result, the null hypothesis (H02) of no significant relationship between proactiveness and customer satisfaction in hotel in Port Harcourt metropolis is thus rejected. Hence, there is a strong positive relationship between proactiveness and customer satisfaction of Hotels in Port Harcourt metropolis. This findings is in consonance with Certo, Moss and Short, (2009) argued, that first-mover attitude is the best approach for exploiting on a market chance, If a firm spots an opportunity and it becomes the leading firm to act upon it, it can make unusual incomes and benefit from make recognition (Estanda, 2014). Thus, proactiveness, denotes taking advantage, getting ahead to carry out fresh opportunities, and generating new markets or take depart in emerging ones, it is regarded as one of the important entrepreneurial orientation indices

CONCLUSION

Based on analysis of data, the study concludes that there is significant relationship between innovativeness and customer satisfaction of hotels in Port Harcourt, that there is a widespread relationship between innovativeness and customer satisfaction of hotels in Port Harcourt, that there is a relationship between Proactiveness and customer satisfaction in Port Harcourt.

RECOMMENDATION

The study offers the following recommendations in line with its objectives

1. Company in port Harcourt should rebrand their product before it get saturate,
2. Hotels and other firms in Port Harcourt should be proactive in nature to avoid product decline.

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