

Assessment of Users' Satisfaction Levels in Selected Hotels in Lagos State, Nigeria

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DOI: <https://doi.org/10.62154/fpenn659>

Abstract

The blooming hospitality industry in Nigeria, particularly in major states like Lagos, has witnessed a surge in hotel construction. Ensuring the success and sustainability of hotels hinges on assessing guest satisfaction levels, taking into account the impact of the built environment on the overall experience. Elements such as architecture, design, amenities, and ambiance significantly contribute to guest satisfaction. This study aims to assess user satisfaction in hotel-built environments, focusing on functionality, building quality, aesthetics, and hotel atmospherics. It employs a mixed-method approach, combining qualitative and quantitative methods, conducting case studies on selected 5-star hotels in Lagos State. Questionnaires, addressing demographics, frequency of hotel facility use, satisfaction levels, and impact assessment of various hotel elements, were distributed. Statistical measures, including frequency, mean, and standard deviation, were employed for data analysis. The assessment of user satisfaction in selected Lagos State hotels revealed nuanced insights. While parking facilities and room size received moderate to high satisfaction levels, opinions on aesthetic design and interior decor varied. Impact analysis highlighted the significant influence of spatial layout, ventilation, and infrastructure quality on user satisfaction. The findings stress the importance of targeted improvements in specific architectural elements to enhance user satisfaction. Recommendations include a strategic focus on refining parking facilities and room layouts, along with continuous improvements in aesthetic design and interior decor. By tailoring improvements to specific architectural elements based on guest expectations, hotels can contribute to a more gratifying and memorable guest experience in Lagos State.

Keywords: Architectural Elements, Hospitality, Hotel, User Experience, User Satisfaction.

Introduction

The increase in hospitality industry in Nigeria, mostly in major state like Lagos, have led to rapid increase in the building and construction of Hotel around Nigeria to ease the rising population of guest, therefore proper assessment of guest satisfaction plays a pivotal role in determining the success and sustainability of hotels and it services. The built environment of a hotel, comprises of its architecture, design, amenities, and overall ambiance significantly contributes to the overall guest experience and satisfaction. Lagos State, being a prominent economic and cultural hub, hosts a diverse array of hotels catering to the needs of both business and leisure travelers. The rapid growth of the hospitality

sector in the state demands a thorough examination of the factors influencing guest satisfaction within the hotel-built environments enhancing the quality of the building is crucial for optimizing the overall hotel experience and increasing guest satisfaction. The architectural design plays a pivotal role in determining the building's quality, and numerous studies have highlighted the connection between the design excellence of a hotel and the level of satisfaction experienced by its guests (AYINLA et al., 2022). Hotel design adequacy positively correlates with hoteliers' perception and satisfaction (Shehu et al., 2020).

User satisfaction in hospitality landscape is a major factor of architectural planning, adequate planning for hotel building is essential for better quality of its built environment, which brings about better guest satisfaction. Factor such as its Functionality that include layout, lighting, space accessibility, natural lighting and ventilation. also factor such as building quality which include energy efficiency, finishing, engineering system, landscape and building infrastructure, structure element and green pedestrian walkway and building maintenance are also a major factor which influence user satisfaction (James et al., 2022). Aesthetic factor such as colour, visual effect, style are a major influence. Quest comfortability, hotel location, its Form and material Internal and External environment which include air quality also the hotel atmospherics factor which comprises of its Style, Ambiance, Intuition, Sense of place and Overall impression are unique factor which also affect quest satisfaction in a Hotel built environments (Ogungbayi et al., 2019). Therefore Post-occupancy evaluation of buildings should focus on design quality, indoor environmental quality, and quality of building support services (Ejoor et al., 2021).

Therefore, these research work focus on the assessment of user's satisfaction in hotel-built environment considering various factor such as its functionality, building quality, Aesthetic factor and its hotel atmospheric factor with objectives of identifying key element of hotel built environment and assessing guest satisfaction levels, encompassing factors such as room quality, amenities, staff behavior, and overall ambiance. The study will also propose recommendation and solution affecting quest satisfaction using hotel-built environment.

Statement of the Problem

Nigeria's hospitality sector is expanding quickly, especially in big cities like Lagos, which has led to a large rise in hotel building to handle the growing number of visitors. On the other hand, maintaining users pleasure is essential to these businesses' long-term viability. A hotel's constructed environment, which includes its amenities, atmosphere, architecture, and design, greatly influences how guests perceive their stay. As a hub for cultural and economic activity, Lagos State is home to a wide variety of hotels that appeal to both leisure and business travelers. Due to its rapid growth, a thorough analysis of the variables affecting visitor happiness in hotel-constructed surroundings is required. Improving hotel structures' quality is crucial to maximizing the overall experience of guests and raising satisfaction levels. This study looks into how building quality, atmospherics, architectural design, and functioning affect how satisfied guests are. The intention is to pinpoint important factors and offer fixes to improve the whole hotel experience.

Study Objectives

1. Examine the elements that affect users' satisfaction in Nigerian hotel environments, with an emphasis on Lagos State.
2. Examine how amenities, atmosphere, architecture, and design affect how guests feel and how satisfied they are.
3. Look at the connection between the calibre of architectural design and the degree of guest contentment.
4. Examine how users' happiness in the hotel industry is affected by building quality, atmospherics, functionality, and aesthetics.

Research Questions

1. To what extent are guests satisfied with the hotel parking facilities?
2. What is the satisfaction level among users regarding the size and arrangement of hotel rooms?
3. How satisfied are users with the design and layout of communal areas within the hotel, including the lobby and reception?
4. What is the level of users satisfaction concerning the overall aesthetic design and interior decoration of the hotel?
5. How do hotel users rate their satisfaction with the utilization of natural light and the views provided from their hotel rooms?
6. To what extent are users satisfied with the accessibility features implemented in the hotel, such as ramps, elevators, and other inclusive design elements?
7. What is the satisfaction level regarding the integration of technological advancements in the hotel, such as smart room features and connectivity spaces?
8. How satisfied are users with the design and atmosphere of outdoor spaces?

Literature Review

Hotel Built Environment

Hotel built environment refers to human-made spaces, including buildings, structures, and infrastructure systems, which are influenced by various factors and can affect health and well-being. It also refers to human-made surroundings, including buildings, spaces, and amenities, that provide a setting for human occupancy, activities, and settlement. The hotel-built environment refers to the physical and structural elements that constitute and surround a hotel property. It encompasses the architectural design, construction, layout, and overall physical characteristics of the hotel premises (Han et al., 2019). This includes the buildings, interior spaces, landscaping, and other features that contribute to the overall atmosphere and functionality of the hotel. The hotel-built environment plays a significant role in shaping the guest experience and satisfaction, as it influences aspects such as aesthetics, comfort, accessibility, and functionality within the hotel property. The hotel-built environment is a complex system that requires careful consideration of sustainability, material selection, carbon reduction, and indoor air quality. Emphasized on the need for

sustainable architecture and the use of environmentally friendly materials in hotel construction (Kadaei et al., 2021). The importance of systematic material selection with low environmental impact was also emphasized (Kokulu & ÖZGÜNLER, 2023). Othman (2016) suggests the integration of vertical and horizontal landscape design to optimize carbon sequestration in hotel premises.

Impact of Hotel Built Environment on Users

The physical built environment in hotels can influence guest satisfaction through factors such as indoor and outdoor environments, green spaces, and leisure suitability. Several studies (Al Fahmawee & Jawabreh, 2022; Ayinla et al., 2022) have suggested that design quality which one the most architectural factor of hotel built environment impacts hotel guests' satisfaction through factors such as service design, architectural characteristics, animation programs, hygiene protocols, and perceived service quality. Architectural characteristics, such as narrative design, zoning and privacy in guest rooms, functional hotel components, and architectural composition planning, significantly impact hotel occupancy rates, customer satisfaction, and loyalty (Al Fahmawee & Jawabreh, 2022). According to Heesup Han et al. (2019) Both internal and external physical environments in luxury resort hotels increase emotional well-being, which in turn leads to increased guest satisfaction and retention (Han et al., 2019). Green spaces within hotels and outdoor natural environments significantly increase guests' perceptions of well-being and self-rated mental health, which in turn positively impact customer satisfaction and affective commitment (Caymaz & Hamameh, 2020). Providing the appropriate sleep environment, including bed amenities, room design, and room environment, enhances guest satisfaction levels and intentions to return (Hon & Fung, 2019). Other suggest that Unique designs and services in the room positively affect visitor satisfaction and emotions, and satisfaction also affects visitors' emotions (Hadmar, 2022). Also few studies that have linked the effect of architectural design to hotel customer satisfaction have attended to the issue in pieces, such as a look at an aspect of design wkich include circulation design (AYINLA et al., 2022).

Design Relationship with Hotel Built Environment

Architectural design relation with hotel-built environment is numerous, one major factor is the application of biophilic design and various factor. Biophilic design elements, such as natural lighting, outdoor green views, and indoor landscaping, positively impact the well-being of prospective urban hotel quest and workers which reinforce positive emotions and intentions to work for these hotels (Guzzo et al., 2022). Future hotel buildings with ambient intelligence and responsive building envelopes can provide customizable, eco-friendly, and cozy environments for guests, enhancing their experience (Leung, 2021). Biophilic design in hotels leads to stronger positive emotional and behavioral responses, as well as perceived superior quality, enhancing customer satisfaction (Lee, 2019). Research has consistently shown that hotel atmosphere significantly affects guest satisfaction. Heide (2009) identified distinctiveness, hospitality, relaxation, and refinement as key factors in

creating a positive atmosphere. Pytharoulakis (2020) further emphasized the importance of atmospheric elements in hotel lobbies, with aesthetics, space, atmosphere, and physiological conditions playing a crucial role in guest satisfaction (Pytharoulakis & Zouni, 2020). Choi (2019) found that social and room design elements significantly influenced customer satisfaction and engagement (Choi & Kandampully, 2019). Lastly, Kirillova (2018) highlighted the impact of hotel aesthetics on expected service quality and booking intentions, with high aesthetic value hotels being more likely to be booked and perceived as delivering better services.

Theoretical Framework: Spatial Use Experience on Built Environment

The foundational framework of the Built Environment's user-centered theory revolves around the fundamental concepts of "building users' experience" and the 'user-building relationship' as outlined by Vischer (2008) and Kalvelage and Dorneich (2004) as cited by (AYINLA et al., 2022). At the core of this theory is the premise that the built environment's purpose is to facilitate and support the activities of its users (Ayinla et al., 2022), encompassing the dimensions of users, users' experience, and the physical built environment. This study adopts a comprehensive perspective, examining the design quality of hotels within the Lagos metropolis through the lens of the users, specifically the hotel guests. The evaluation focuses on user satisfaction, considered a key aspect of "user experience," serving as the primary metric for measurement. Consequently, this investigation aligns with the three dimensions of the user-centered theory: users, users' experience, and the built environment.

Methodology

This study adopts the use of both qualitative and quantitative method of analyzing the study. Case study approached was also utilized, which comprises of selected 5-star hotels selected within the study area (Lagos state). Questionnaires were developed and administered to all eligible respondent for the survey. It was made in a way such that it captured the research aims and objectives as been stated in the introduction. The questionnaires were divided into it four sections. Section A included details of the demographics of the respondent such as age, employment status and it Gender. Section B addressed the frequency of how respondent stay or use the hotel facilities or amenities. Section C discussed the main research question that give the satisfaction level of the respondent in the case study using key hotel element such as parking facilities, room size and layout, natural lighting and accessibility etc. This section uses 5 point Likert scale of measurement of satisfaction (very satisfied, satisfied, somewhat satisfied, dissatisfied and very dissatisfied). The section D asks about the impact of selected hotel element on user satisfaction on respondent. It also comprises of Likert scale of measurement for impact (Not impactful, slightly impactful, moderately impactful, very impactful and extremely impactful) on the selected hotel element that were divided into functionality, building quality, aesthetics factor and hotel atmospheric). Statistic measurement was used such as

frequency mean and standard deviation). The mean were used to analysis the satisfaction and impact level using the mean interval which include very dissatisfied and not impactful (1: 1.80), dissatisfied and slightly impactful (1.80: 2.60), somewhat satisfied and moderately impactful (2.60: 3.40), satisfied and very impactful (3.40: 4.20) and very satisfied with extremely impactful (4.20: 5). While the standard deviation (Std.Dev) use low standard for attribute to satisfaction or impactful while high Std.Dev attribute to dissatisfaction or less impactful.

Case Study I: Nordic Hotel Victoria Island Lagos

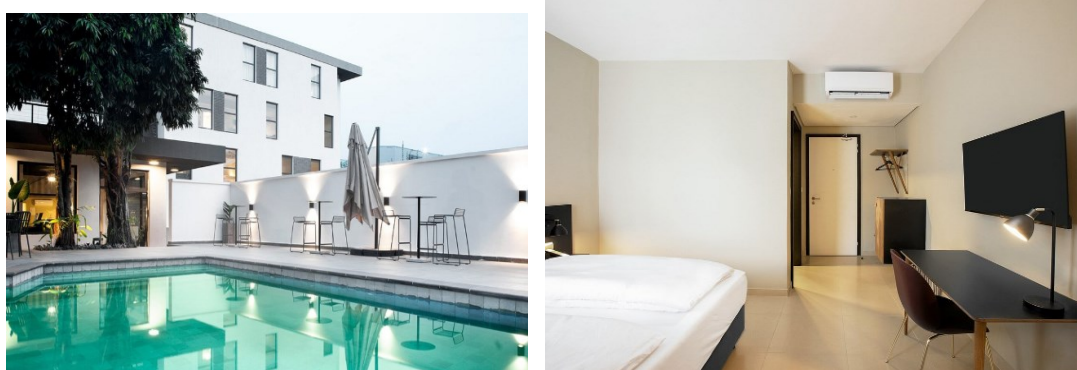


Figure 1.0: Hotel views and Spatial Layout

Source: www.tripadvisor.com (Retrieved February, 2024)

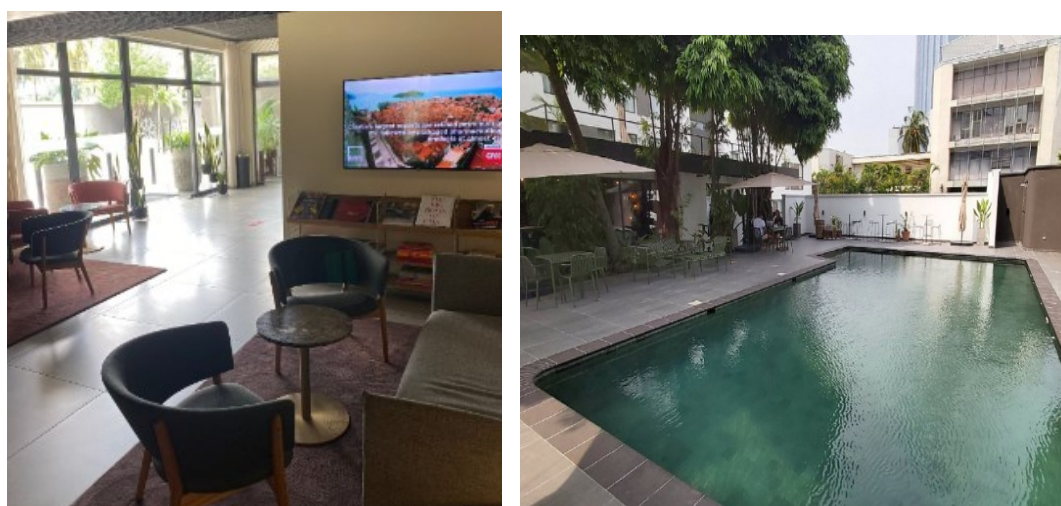


Plate 1.0: Lobby view and recreational facilities view

Source: Authors fieldwork (2024)

Nordic Hotel located in Victoria Island Lagos Nigeria is a 5-star hotel with elegant guest rooms and suites that are flawlessly decorated in Scandinavian design with clean-lined furnishings, well-thought-out lighting and large windows that offer beautiful views of the hotel pool and outdoors. The hotel features three spacious suites that pay tribute to literary

greats, Hans Christian Andersen and Karen Blixen and Søren Kierkegaard. Leisure facilities include a fabulous restaurant, Rye Restaurant with seating capacity of up to 60 guests, an outdoor pool, and a well-equipped gym. The largest of our venues is Stockholm that can accommodate up to 80 guests. The hotel is 2-story building hotels and is known for its unique architectural hotel elements.

Case Study II: The George Ikoyi, Lagos



Plate 2.0: Parking spaces and hotel view

Source: Authors fieldwork (2024)



Figure 2.0: Room lighting and hotel view

Source: www.tripadvisor.com (Retrieved February, 2024)

The George hotel located at 30 Lugard Avenue Ikoyi; Lagos Nigeria is a 5-Star luxurious hotel with amazing architectural facilities. The hotel is known for its room services qualities and great aesthetic appearance. The hotel building is a five-Storey building comprises of room of about 150 rooms. It contains various hotel elements such as parking facilities, accessibility facilities and open spaces within the hotel perimeter. The hotel is also equipped with suitable energy efficiency mechanism and has better ventilation.

Study Finding

Demographic of Respondent

Table 1 shows the demographic of the 125 respondents from both of the case study. The gender distribution indicates a slight majority of male participants at 54%, while 46% are female. In the Age-bracket, majority falls within the 35-45 age bracket (45%), followed by 18-35 (28%), and 45 and above (27%). Regarding employment status, the respondents are diverse, with private employees having the highest population with 28%, followed by self-employed individuals (26%), civil servants (17%), unemployed (12%), students (10%), and retirees (7%). In terms of hotel visitation frequency, the data show a balanced distribution, with 37% visiting occasionally, 27% rarely, 25% frequently, and 11% very frequently. Additionally, the respondents' utilization of hotel facilities and amenities varies, with 44% using them twice a week, 35% every week, 14% once in a quarter, and 7% once in a year. This demographic breakdown shows of the study's sample composition, enhancing the understanding of potential patterns and correlations in the subsequent analysis.

Respondent Satisfaction Level with Hotel Element

In Case Study I, the respondents exhibited a moderate level of satisfaction with the hotel parking facilities, with a mean of 2.58 (within the "somewhat dissatisfied" range) and a standard deviation of 1.27, indicating a relatively low level of variability in responses. The satisfaction level with the room size and layout was higher, with a mean of 3.20 (within the "satisfied" range) and a standard deviation of 1.30, suggesting some variability but generally positive sentiment. Conversely, the overall aesthetic design and interior decor of the hotel received a mean of 3.47 (within the "satisfied" range), but the higher standard deviation of 1.29 implies greater variability in responses, potentially indicating mixed opinions among respondents. In Case Study II, respondents displayed higher satisfaction with the hotel parking facilities, as reflected by a mean of 2.7 (within the "somewhat dissatisfied" range) and a standard deviation of 1.38, indicating more diverse opinions. Satisfaction with the room size and layout was particularly higher, with a mean of 3.85 (within the "satisfied" range) and a standard deviation of 1.44, suggesting positive sentiment but a wider range of responses. Interestingly, the overall aesthetic design and interior decor of the hotel received a considerably lower mean of 2.18 (within the "dissatisfied" range), and a lower standard deviation of 0.99 suggests a more consistent dissatisfaction among respondents. These findings show variations in satisfaction levels across different architectural elements in both case studies, emphasizing the need for targeted improvements in specific areas to enhance overall guest satisfaction.

Impact of Hotel Element on User Satisfaction on respondent

Table 1: Impact of Hotel Element on User Satisfaction on respondent

SN	Hotel Architectural Element	Case Study I (N=65)		Case Study II(N=60)	
		Mean	Std.Dev.	Mean	Std.Dev.
1. Functionality					
i	Spatial Layout	3.83	1.08	4.21	1.10
ii	Lightning	3.41	1.26	3.83	1.34
iii	Space circulation and accessibility	3.03	1.39	4.08	1.07
iv	Building Design style	4.29	0.82	4.43	0.70
v	Ventilation	4.67	0.53	3.86	1.23
2. Building Quality					
i	Energy efficiency	3.60	1.27	3.83	1.43
ii	Finishing and structure	4.27	1.00	3.23	1.39
iii	Engineering system	4.31	0.90	3.63	1.37
iv	Infrastructure and material quality	4.29	0.76	3.36	1.47
v	Building Maintenance	4.49	0.68	3.65	1.26
3. Aesthetic Factors					
i	Colour	4.38	0.72	3.06	1.45
ii	Visual effect	4.44	0.81	3.10	1.45
iii	Landscaping and Exterior Design	3.81	1.10	3.31	1,48
iv	Lighting Design:	4.45	0.61	4.55	0.65
v	Artwork and Decoration	3.64	1.37	3.21	1.53
4. Hotel Atmospherics					
i	Ambiance	3,89	1.18	2.78	1.54
ii	Temperature and Climate	2.96	1.49	3.38	1.51
iii	Intuition	3.27	1.56	3.05	1.41
iv	Interactive Technology	3.12	1.47	2.10	1.25
v	Outdoor spaces	3.01	1.48	3.91	1.30

Source: Authors fieldwork (2024)

In Case Study I, the respondents demonstrated a high level of perceived functionality in various architectural elements. Spatial layout received a mean of 3.83 (within the "very impactful" range), with a low standard deviation of 1.08, indicating a consistent acknowledgment of its importance. Similarly, building design style, ventilation, and infrastructure and material quality all received means above 4.20, suggesting they are considered extremely impactful, with relatively low standard deviations, highlighting a consistent view among respondents. Building quality factors, such as finishing and structure, engineering systems, and building maintenance, also scored above 4.20, indicating they are extremely impactful, with low to moderate standard deviations. Case Study II showed even higher perceived impact levels in various architectural elements. Spatial layout, building design style, ventilation, and infrastructure and material quality all received means exceeding 4.20, with lower standard deviations, indicating a more

consistent agreement among respondents on their extremely impactful nature. However, the aesthetic factors and hotel atmospherics exhibited more variability. While lighting design and artwork and decoration scored above 4.20, color, visual effect, landscaping and exterior design, and outdoor spaces had means below 4.20, suggesting a slightly lower impact level. Hotel atmospherics, particularly temperature and climate, interactive technology, and outdoor spaces, displayed lower mean values, indicating a perception of lower impact compared to other elements in this category. The higher standard deviations in Case Study II suggest greater diversity in responses, pointing to varying perceptions of impact within these elements.

Discussion of Result

The assessment of user satisfaction levels in selected hotels in Lagos State, as explored through Case Studies I and II, reveals notable insights. In Case Study I, respondents displayed a moderate level of satisfaction with the hotel parking facilities, indicating room for improvement. The satisfaction level with room size and layout was higher, suggesting a generally positive sentiment. However, the overall aesthetic design and interior decor garnered mixed opinions, evident from the higher standard deviation, emphasizing the need for nuanced improvements. In contrast, Case Study II indicated higher satisfaction with parking facilities and room size, but a considerably lower satisfaction with the aesthetic design and interior decor, showing a more consistent dissatisfaction among respondents.

The impact of hotel elements on user satisfaction further explains respondents' perceptions. In Case Study I, various architectural elements, such as spatial layout, ventilation, and infrastructure quality, were perceived as extremely impactful, with consistent views among respondents. Building quality factors also scored high, emphasizing their significant influence. Case Study II exhibited even higher perceived impact levels in key architectural elements, with spatial layout, building design style, and infrastructure quality standing out. However, aesthetic factors and hotel atmospherics displayed more variability, suggesting diverse opinions. The higher standard deviations in Case Study II indicate varying perceptions within these elements, urging a closer examination of guest expectations. Overall, the findings stress the importance of tailoring improvements to specific architectural elements to enhance user satisfaction in hotel experiences.

Conclusion and Recommendation

In conclusion, the assessment of user satisfaction levels in selected hotels in Lagos State underscores the significance of targeted improvements in key architectural elements. The study reveals that while there are variations in satisfaction levels across hotel features such as parking facilities and room size, there is a consistent need for enhancements in aesthetic design and interior decor. Additionally, the impact analysis highlights specific architectural elements, such as spatial layout, ventilation, and infrastructure quality, as influential in

shaping user satisfaction. The study recommends a strategic focus on refining parking facilities and room layouts, along with a strong emphasis on continuous aesthetic improvements to address guest dissatisfaction and elevate overall satisfaction levels.

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APPENDIX

Appendix 1

Demographics of the respondent

Demographics of the respondent	Frequency(N=125)	Percentage (%)
Gender		
Male	67	54
Female	58	46
Age bracket		
18-35	35	28
35-45	56	45
45 and above	34	27
Employment Status		
Unemployed	15	12
Self employed	33	26
Civil servant	21	17
Private employee	35	28
Student	12	10
Retires	9	7
How often do you stay in a hotel		
Rarely	34	27
Occasionally	46	37
Frequently	31	25
Very frequently	14	11
How often do you use the hotel facilities		
Every week	44	35
Twice a week	55	44
Once in a quarter	17	14
Once in a year	9	7

Source: Authors fieldwork (2024)

Appendix 2

Respondent Satisfaction Level with Hotel Element

SN	Hotel Architectural Element	Case Study I(N=65)		Case Study II(N=60)	
		Mean	Std.Dev.	Mean	Std.Dev.
1	Overall satisfaction level with the hotel parking facilities?	2.58	1.27	2.7	1.38
2	Satisfaction with the room size and layout the hotel room	3.20	1.30	3.85	1.44
3	Satisfaction with the design and layout of the hotel's common areas, including the lobby and reception?	3.05	1.35	3.13	1.19
4	Satisfaction with the overall aesthetic design and interior decor of the hotel	3.47	1.29	2.18	0.99
5	Satisfaction with the use of natural light and the views from the hotel room	3.83	1.06	3.58	1.23

6	Satisfaction are you with the accessibility features in the hotel, including ramps, elevators, and other inclusive design aspects	3.60	1.29	3.28	1.22
7	Satisfaction with the integration of technology in the hotel, such as smart room features and connectivity spaces	2.66	1.29	2.35	1.27
8	Satisfaction with the design and ambiance of outdoor spaces, including landscaped gardens and recreational areas	3.31	1.36	3.35	1.31
9	Satisfaction with overall hotel services	2.40	1.17	3.52	1.09

Source: Authors fieldwork (2024)