

**CHRISTIAN AFFILIATED GUESTHOUSE ATTRIBUTES AND CUSTOMER'S
CHOICE BEHAVIOUR IN NAIROBI COUNTY, KENYA**

NYAGA DOROTHY KATHAMBI

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DECLARATION AND RECOMMENDATION

Declaration

I declare this thesis is my original work that has never been presented in any other university for award of any degree.

Sign:

Date:

Nyaga Dorothy Kathambi

MHT-3-3132-3/2021

Recommendations

This thesis has been approved by the university supervisors for the examination purposes.

Sign:

Date:

Dr. Peter Muchai, PhD

Lecturer, Department of Hospitality and Tourism Management

Kenya Methodist University

Sign:

Date:

Dr. Susan Laimaru, PhD

Principal, Nairobi Campus,

Kenya Methodist University

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DEDICATION

I dedicate this thesis to my son Delphin Amani and my daughter Imogen Laika for their moral support and goodwill towards completion of this thesis.

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I am grateful to God for granting me this opportunity to pursue a master's degree at this point in time. My acknowledgement is also directed towards my two able supervisors who were Dr. Peter Muchai, PhD and Dr. Susan Laimaru, PhD for their selfless effort to guide, motivate and encourage me towards documenting quality work. Additionally, am entirely thankful to my son Delphin Amani and my daughter Imogen Laika for always being there and showing a great deal of concern towards the success of my studies. I cannot forget the effort played by my course mates and close friends for ensuring that they constructively criticize my thesis to improve it. Further, am grateful to KeMU fraternity for providing ambience environment that enabled me to pursue my masters course through the contribution of well able lecturers and support staff. There is also other category of people such as the library staff who took part in correcting the APA and ensuring that the document is in accordance to KeMU guidelines. Thank you so much and God bless you all.

ABSTRACT

Christian-affiliated guesthouses in Nairobi County face declining occupancy despite their role in expanding lodging options. Few studies have examined how faith-based affiliation impacts guest house choice in Nairobi. This study examined how price tariffs, service quality, institutional environment, and safety influence customer choice, guided by Consumer Behavior Theory, Theory of Planned Behavior, and Environmental Responsible Behavior Theory. Using a sequential explanatory design (mixed method), data were collected from 291 respondents (managers, supervisors, and guests) across 13 guesthouses. Quantitative analysis revealed service quality ($r=0.885$) and safety ($r=0.790$) had the strongest influence, while price tariffs ($r=0.285$) were least impactful. Qualitative findings highlighted guests' prioritization of staff responsiveness and environmental policies. Recommendations include adopting flexible payment systems and enhancing security measures. The study's focus on Nairobi limits generalizability; future research should explore other regions and stakeholder perspectives.

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ABBREVIATIONS AND ACRONYMS

AACC	All African Conference of Churches
ACK	Anglican Church in Kenya
APA	American Psychology Association
BPS	British Psychological Society
CAG	Christian Affiliated Guesthouse
CCB	Customer Choice Behavior
CHAK	Christian Health Association Kenya
CGHAK	Christian Guest Houses Association of Kenya
GCI	Guesthouse Choice Indicators
KENPRO	Kenya Projects Organization
MCK	Methodist Church in Kenya
NGO	Non-Governmental Organization
PCEA	Presbyterian Church of East Africa
SDA	Seventh-Day Adventist
SRC	Savelberg Retreat Centre
SPSS	Statistics Package for Social Science
UK	United Kingdoms
UNWTO	United Nations World Tourism Organization
YMCA	Young Men's Christian Association
GRG	Grace Resort Guesthouse

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A guesthouse is an existing residence or a structure that had been classified as a house to accommodate guests for the night as well as public facilities for the exclusive usage of its visitors (Visser & Eastes, 2020). It is also a type of housing designed specifically for tourists that contained a minimum of six rooms and a maximum of ten, or eleven rooms and a maximum of twenty beds. Some guesthouses are well-known for the food they offer. For instance, guesthouses along multi-day hiking routes (such as the popular treks in Nepal's Himalayas) provide breakfast and supper at set times every day. These guesthouses are an important component of hikers' travel plans because there aren't many other meal alternatives in the world's highest mountain range.

Arghutashvili and Gogochuri (2019) asserted that accommodation facilities designed to be handled as guest homes had to include common areas and an openly accessible phone or cell phone accessible to visitors in every building. In guest residences, a single bedroom's minimum floor area has to be eight square meters and be equipped with a bathtub. Rooms with two or three beds have twelve square meters of floor area at a minimum (plus four-square meters for each additional bed) and a shower. It also encompasses various forms of tourist activities with comparable features to the food and beverage served in small hotels (Weng & Wang, 2019).

Globally, guesthouses have had long operations and their descriptions differ from one country to another. In the UK, for example, guesthouses are regarded as bed and breakfast establishments (Ng'oriarita, 2020). In Africa and East Africa, guesthouses have hotel accommodations that are under the category of the lodging sector. They stand as a sub-sector of the tourism industry, including retreats, graduation ceremonies, and church crusades. The guest houses play an important role towards the economy of nations. The revenue generated from the services positively impact the GDP. This is in terms of employment provision, purchases of various items that are commonly used at the guest houses, taxation and increased savings as a result of retained earnings. Therefore, the economy of various nations greatly benefits from the existence of guesthouses. Notably, guesthouses are typically less expensive, catering to a variety of tastes and budgets. They are more individualized and less official than hotels, which are typically the most frequent or only kind of lodging offered.

In Kenya, Christian Affiliated Guesthouses play a very important role as they allow customers to have more overnight stay choices (Ng'oriarita, 2020). They are very popular with both local and international tourists who might not afford accommodation in star-rated tourist hotels. Target markets for most guesthouses include individual customers, families, church organizations, NGOs, business people, and government departments. Operations in these guesthouses include accommodation, food and beverage, function catering, wedding receptions, conferencing facilities, meetings, workshops, retreats, graduation ceremonies, and church crusades (Milimu, 2017).

1.1.1 Customer Choice Behavior

Customer Choice Behavior (CCB) refer to the reasons why customers acquire items or services, as well as their decision-making process (Horner & Swarbrooke, 2016). It entails making decisions, engaging in activities, coming up with ideas, or providing experiences that cater to the needs and wishes of clients (Cohen et al., 2014). According to Patwary et al. (2020), consumer choice behavior encompasses all behaviors directly related to the acquisition, use, and disposal of goods and services, as well as the decision-making processes that both precede and follow these actions.

In Christian-affiliated guesthouses, customer choice behavior is affected by a number of traits reliant on the period and purpose of the visit (Gnanapala, 2015). Such attributes include both tangible and intangible service aspects. Tangible services include quality food and beverage services, while intangible services include clean, comfortable, and safe guest rooms, security and safety, accessibility, values that promote their faith, and, above all, fair rates that favor their budget. This study, therefore, aimed at assessing CG attributes and customer choice behavior in Nairobi County.

1.1.2 Attributes of Christian Affiliated Guesthouses

Christian Affiliated Guesthouses [CAG] refer to guesthouses owned and operated by Christian churches (Kwenga, 2012). The attributes of CAG as noted by Wrest et al. (1996), explains hotel characteristics as the facilities and amenities that guests find significant and enjoyable in a restaurant. Furthermore, hotel qualities, and guesthouses in particular, are described as the aspects of guesthouse services that cause customers to choose one guesthouse over another (Kwenga, 2012). It could also be defined as the characteristics

that immediately trigger client buying intents and distinguish a guesthouse product from competitors' offerings (Sohrabi et al., 2011). Guesthouse traits are the features that contribute to increased customer retention, commitment, and trust in an organization (Bello et al., 2016). This study considered price tariffs, service quality, institutional environment and safety and security.

Price tariffs include the cost that a guesthouse charges to various clients on various services based on different timelines and business cycles (Adem, 2019). The prices charged on the services of a hotel are highly determinant with the nature of services has and the target clients. The tariffs are dispenses using a common based currency that both the clients and the management of the guesthouse subscribes and associates with value. Therefore, the guesthouses make it easy for the clients to make payments based on a convenient method for them and the simpler modes (Bello, 2018). Notably, during the on peak season, the price tariffs are slightly higher and compared to low season when there are fair price tariffs.

Service quality entails the excellence of amenities that a guesthouse is willing to provide to its clients, as way of ensuring the uniqueness (Horner & Swarbrooke, 2016). The services provided are a reflection of reality since they could be relied upon for meals, accommodation and other social amenities. This is in responding to the needs of the clients that require understanding and precision to satisfy (Patwary et al., 2020). The quality of services provided always reflects the preparedness of the management of the guesthouse towards resolving on the clients' needs. The higher the quality, the more prepared they are and vice versa.

Institutional environment is the surroundings of the guesthouses which may entail living and non-living aspects (Visser & Eastes, 2020). The surrounding of a guesthouse determines a lot the ability of the guests to access its location. Additionally, the ambience of the guesthouse is another major factor that provides the need for clients to pay a visit for more than once and/or recommend its services to acquaintance (Weng & Wang, 2019). Therefore, the surrounding condition needs to reflect calmness with environmentally friendly approaches that seek to manage waste and promote resilience towards preservation of the environment.

Safety and security entail the ability of a guesthouse management to provide safe and sound services that do not expose the clients to threats that could cause loss of property or life (Kivuva et al., 2019). Guesthouses host clients for night period when they are most vulnerable since they are not aware of their surrounding when asleep. Therefore, the need to establish surveillance system as part of safety measures provides assurance that the clients could sleep soundly knowing that their surrounding is being monitored (Ferreira et al., 2020). Additionally, the training of special staff on security aspects to be responsible in manning the security process is also essential towards promoting safe environment. These staff have a role in ensuring that any person entering the hotel is counterchecked physically and internally through scanners for assurance that there are not threatening weapons within the vicinity of the guesthouses.

Notably, as the needs for individual customers, families, churches, or even organizations, go beyond their places of stay, has expanded dramatically in recent years (Cantalops & Salvi, 2014). Guesthouses are expected to respond by providing a variety of services and

amenities that tourists value and appreciate (Bello, 2015). Furthermore, as more individuals travel, the requirement for clean, pleasant, and safe guesthouse services become increasingly important. It is important to note that the guesthouse business is a unique, complex, human-centered industry that contributes significantly to nations' service economies, particularly Kenya (Bello, 2012). However, despite a reasonable investment attracted to the Kenyan guesthouse industry and to CAGs in particular, the typical tenure percentage of guesthouses in the country has not shown a great start over the previous four years (Visser & Eastes, 2020). This has led to a negative trend and a steep drop in guesthouse room occupancy. These patterns implies that the bed occupancy of Kenyan guesthouses is underused, leading to loss of revenue as well as poor productivity in the organization.

1.1.3 Christian Affiliated Guesthouses in Nairobi County

Christian-affiliated guesthouses contribute significantly to the county's economic growth (Ng'oriarita, 2020). Due to the ever-increasing demand for affordable and quality accommodation facilities, churches in Nairobi respond by providing equally comfortable and reasonably priced accommodations. They are very popular, mostly catering to church organizations, local and international religious missions, individual customers who cannot afford accommodation in star-rated tourist hotels, families, NGOs, business people, and government departments (Milimu, 2017).

In Nairobi County, religious-affiliated guesthouses registered with the Christian Guest Houses Association of Kenya (CGHAK) include MCK Guesthouse, ACK Guesthouse, AACC Guesthouse, PCEA Guesthouse, CHAK Guesthouse, SDA Guesthouse, SRC

Guesthouse, Grace Resort Guesthouse, Convent International, Ufungamano House, Corat Guesthouse, Biblica Guesthouse, and YMCA. Most studies on church guesthouses in Nairobi have investigated general business strategies such as promoting business, human resource management, and the contribution of guesthouses to the economic growth of the county (Mutinda, 2020). However, no research has yet explored the attributes of Christian-affiliated guesthouses on customer choice behavior.

1.2 Statement of the Problem

Despite a reasonable determination through a number of religious organizations in Nairobi County to invest in the guesthouse business, the average occupancy percentage in these guesthouses over the last three years has not been encouraging (Mutinda, 2020). This resulted in a detrimental tendency and a dramatic drop in guesthouse space occupancy, leading to the underutilization of accommodation facilities. According to Africa Hospitality Investment Forum (AHIF) (2024), Kenya was ranked in 7th position on number of hotel rooms (4,268) under development in 2024 from the previous 5th position in 2023. This shows that confidence of attaining new guests has tremendously declined thus the low number of hotel rooms. Therefore, this has resulted in revenue loss and low organizational productivity.

Existing studies on guesthouses in Kenya, and specifically in Christian-affiliated guesthouses, mainly focused on general marketing issues such as business promotion strategies, business challenges and solutions during and after COVID-19, and their contribution to the overall hospitality and tourism industry without considering the specific attributes that led to customer attraction and retention. This implied that no research had

assessed the attributes and customer choice behavior in these guesthouses. This study, therefore, aimed at establishing the influence of Christian-affiliated guesthouse attributes on customer choice behaviour in Nairobi County.

1.3 Purpose of the Study

The purpose of this study was to establish the influence of Christian-affiliated guesthouse attributes on customer choice behaviour in Nairobi County, Kenya.

1.4 Specific Objectives

- i. To assess the influence of price tariffs of a Christian-affiliated guesthouse on customer choice behaviour in Nairobi County.
- ii. To examine the influence of the service quality of a Christian-affiliated guesthouse on customer choice behaviour in Nairobi County.
- iii. To investigate the influence of institutional environment of a Christian-affiliated guesthouse on customer choice behaviour in Nairobi County.
- iv. To determine the influence of safety and security of a Christian-affiliated guesthouse on customer choice behaviour in Nairobi County.

1.5 Research Hypotheses

H01: Price tariffs of a Christian-affiliated guesthouse (CAG) have no significant influence on customer choice behaviour in Nairobi County.

H02: The service quality of a CAG has no significant influence customer choice behaviour in Nairobi County.

H03: The institutional environment of a CAG has no significant influence customer choice behaviour in Nairobi County.

H04: The safety and security of a CAG has no significant influence customer choice behaviour in Nairobi County.

1.6 Justification of the Study

Christian-affiliated guesthouses play a very important role in contributing to economic development in the county. They offer affordable and quality accommodation facilities to meet the ever-increasing demand in the tourism sector. Churches in Nairobi, in particular, respond by providing quality, comfortable, and reasonably priced accommodation facilities to both local and international religious tourists, who cannot afford accommodation in star-rated tourist hotels. Against this background, many studies on guesthouses in Kenya, and specifically on CAGs, mainly focus on general marketing issues such as business promotion strategies, business challenges and solutions during and after COVID-19, and their contribution to the overall hospitality and tourism industry without considering the specific attributes that lead to customer attraction and retention. This made the study necessary to provide recommendations that could be useful for managers in refining the attributes for increased business in CAGs.

1.7 Limitations of the Study

The study anticipated several constraints such as the unwillingness of church guesthouse managers to provide accurate data due to concerns about information dissemination. Second, there was the possibility of respondents being unavailable on the appointed date and time. Thirdly, the analysis of qualitative data collected through interview schedules

might require significant time due to its volume. Additionally, prior research studies relevant to providing theoretical gaps and foundations for referencing might have been limited.

1.8 Delimitations of the Study

In reducing the limitation, the study was able to provide relevant authorizations and approvals which enabled the researcher network with managers to build trust and confidence. This facilitated the provision of accurate information during interviews. Furthermore, through the same networking efforts, the researcher was able to ensure that managers were available on the appointed date and time through direct consultation on their availability. For qualitative data analysis, the analysis was to be conducted continuously after each interview. Finally, a comprehensive review of materials relevant to the topic was planned to enhance knowledge and provide adequate referencing materials.

1.9 Significance of the Study

This research would be important in providing information to stakeholders and CAG strategic leaders regarding the relationship between guesthouse attributes and customer choice behavior, as well as their influences on customer attraction and retention. The strategic leaders will learn the policies that have been working and those that have not will be eliminated to invest resources in policies that benefit the CAGs.

Furthermore, the results and suggestions from this study were expected to greatly assist CAG managers in making informed and customer-oriented management decisions. These decisions will be instrumental in turning around the low number of guest occupancy in the CAGs.

The clients would also find the results useful from the perspective of providing some of the challenges they have encountered when subscribing and stay at the guest houses. This information may be used to ensure that improvements are done to accommodate their different tastes and preferences while at the same time ensuring that the cost is managed amicably.

The government would also get critical information on the regulatory guidelines that have been improving and those that have been hurting the guest house business. They would therefore, restructure their regulations to accommodate the diverse needs of the guest houses to ensure that the market is fair and provide opportunities for private developers to invest their resources into the business.

Moreover, the findings of this study were useful for developing literature by future researchers on CAG attributes and customer choice behavior in Nairobi County. The information generated from the results and suggestions of this study would also provide a basis for future research on customer choice behavior in CAGs.

1.10 Assumptions of the Study

This study assumed that all CAGs in Nairobi operated under similar business environments and served the same market segment.

1.11 Operational Definition of Terms

Attributes-These are characteristics that guest houses with a foundation on Christianity have and how they affect customer choice behavior (Bekele, 2020).

Choice Behavior-This is the character that a guest portrays which affects their stay at a Christian guest house (Adem, 2019).

Christian Affiliated Guesthouse-A guesthouse owned or operated by a Christian organization (Bello & Majabi, 2018).

Christian Guesthouse-A guesthouse owned and operated by a Christian-based organization whose mission and vision are to promote spread of the Gospel (Cohen et al., 2014).

Christian Guest Houses Association-These represents the Christian guest houses propagating Christian values in the hospitality industry (Girum, 2018).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This was a study on the influence of religion-affiliated guesthouse attributes on customer choice behavior in Nairobi County. The literature review focused on the concept of guesthouse attributes that influenced customer choice, factors affecting customer selection of guesthouses, theories underpinning guesthouse customer selection behavior, and the empirical and conceptual framework of the study.

2.2 Theoretical Review

This study adopted consumer behavior theory, theory of planned behaviour, and the theory of environmental responsible behavior. Consumer behavior theory guided the customer choice behaviour and safety variables. Theory of planned behaviour guided price tariffs and service quality. Theory of environmental responsible behavior guided the institutional environment of CAGs.

2.2.1 Consumer Behavior Theory in the Hotel Industry

Consumer behavior theory was developed by Ramkisson (2017) and it guided the customer choice behaviour and safety variables. This theory referred to an analytical approach in hotels with three independent variables: the creation of stimuli, the search for information, and the evaluation of service quality (the confirmation phase). The dependent variable was the behavior of customers in hotels. Customer satisfaction and loyalty were used to measure customer choice behaviour and safety variables (Ramkisson, 2017). According to

this concept, a consumer's desire, influence, and interest were the main triggers for the creation of stimuli (Cantalops & Salvi, 2014). These triggers compelled the customer to begin gathering data on the goods and/or services offered and matching them to their needs. This was because customer preferences for various goods and services were impacted by a number of variables considered in purchasing decision procedures.

In relation to the study, the location of the hotel (such as near a major travel hub, airport, or town), brand name, amenities (like a spa, fitness center, and swimming pool), pricing, loyalty program, safety, and previous visitors' reviews could all influence a customer's decision. The consumer's preferred mix could include any or all of these (Ramkissoon, 2017). The third indicator of service quality was the phenomena of a product or service after it had been purchased.

The creation of stimuli and information search impacted this post-purchase phenomenon. During this time, the client attempted to weigh the services provided by several hotels against their own needs and compare them using a rating system. Since service quality had a high potential to predict customers' intentions to remain loyal, it was seen as a key phenomenon influencing consumer behavior in the hotel sector. Accordingly, the last phase in this theory involved assessing a customer's degree of satisfaction, which was crucial in determining whether or not a customer continued with a particular service provider. Thus, it was evident that customer behavior in hotels was supported by the level of client happiness and the caliber of services provided. This theory allowed for the following modeling of customer choice decision-making in hotels:

Problem Identification: The purchasing process began when a customer realized that he or she had trouble selecting from the range of possibilities that would fulfill their requirements and wants.

Information Search: Some of the most important sources of information were private, like friends and family; public, like the media and consumer organizations; and commercial, like advertisements, websites, and displays.

Evaluation of Options: A consumer's decision to stay at a restaurant in this situation was influenced by a number of internal, external, and personal variables. Location, price, cleanliness, atmosphere and approachability, technology, government policies, generation change, and the rise of ethical concerns in consumption decisions were examples of external factors, while internal variables included factors such as family size, religion, income, employment, education, attitude, personality, perceptions, and age. Finally, a customer narrowed down his or her selection to the hotel that best met all of their desired demands and wants.

Purchase Choice: A consumer's purchase decision was based on the situational aspects that they expected, such as the facility's location, price, and the value of the goods and services.

Behavior Following a Purchase: Customer satisfaction following a purchase was a crucial component of the purchasing process. In other words, the client would have been unhappy and dissatisfied if the product did not meet their expectations. This would have impacted both the hotel's reputation and customer retention.

2.2.2 Theory of Planned Behaviour

Theory of planned behaviour was developed by Ajzen (1985) and guided price tariffs and service quality. This theory stated that when a person wants to perform specific behaviour, their decision is guided by two factors which include the attitude and subjective norms (perception of social expectations). Therefore, the intention of a person dictates a lot on how they are prepared to perform a certain behaviour. Additionally, if the said behaviour is accepted by the society, they are able to perceive it positively for their action.

Therefore, the theory of planned behaviour among the guests at CAGs is closely guided by their perception on the service quality. If the services provided do not conform to Christian principles and values, they have a high chance of either complaining or rejecting to utilize the services. In CAGs, the Bible is taken as the main book of focus in regards to how guests should behave and what to expect from the staff. The services have to be accurately anchored on the word of God, the staff need to portray Christian values such as empathy, responsive to requests and reliable in terms of taking instructions or dealing with client's item and processing payments at the guest houses.

Further, the theory of planned behaviour also explains the price tariffs on the basis the attitude of the guests. If the guests have a positive attitude towards the range of prices hence considering them fair, convenience of diverse payment modes, and currencies in use, they will accept to spend at a specific CAG. Therefore, based on what they know should be charged at a guest house, if the price tariff is within the range of expectation, it enables them to have the right intention of using the CAGs. However, if the range is beyond their expectation, the intention may be negatively affected to use the services of the CAGs.

2.2.3 Theory of Environmental Responsible Behavior

This theory was developed by Hungerfor and Volk (1990) as cited by Akintunde (2017) and guided the institutional environment of CAGs. The theory indicated that when a person was more aware of their environment and valued it, this gave them the desire to preserve and maintain its posterity. Therefore, in relation to the institutional environment of CAGs, the consciousness that the staff will portray towards preserving the environment, will directly affect the behavior of the guests. A good example is when guests are provided with littering bins, they hardly drop waste items all over but to the waste bins.

Additionally, if there is available parking, the guests will ensure that their cars are well parked in the designated areas rather than park anywhere in the CAGs. Notably, is the surrounding condition being quiet and has ambience, the behavior of the guest will also adopt similar characters since they are conscious of their environment. Therefore, when CAGs showcase environment favorable attitudes, similar characteristics is directly portrayed to the guests to promote environmental responsible behavior.

2.3 Empirical Review

2.3.1 The Concept of Church Guesthouses

The terms 'guesthouse' and 'bed and breakfast' are commonly used interchangeably (Milimu, 2017). A guesthouse is known as a 'ganji home' in Japan and a 'gasthaus' in Germany. In China, guesthouses are widely utilized to promote 'nonjiale,' a type of rural tourism (Weng & Wang, 2019). On the one hand, Ferreira et al. (2020) argued that a guesthouse is an independent temporary lodging that provides guests with apartments, modest homes, and local accommodations for holidays and short stays. On the other hand,

Visser and Eastes (2020) asserts that a guesthouse is an existing residence or structure that has been officially classified as a place of residence to provide overnight stays as well as open spaces reserved specifically for visitors. It is a form of vacation rental property built purely for the purpose of providing lodging and consists of at least six but no more than ten rooms and at least eleven but no more than twenty beds utilized for that purpose.

Arghutashvili and Gogochuri (2019) asserted that every facility intended to be used as a hotel provided communal spaces and an accessible phone available to visitors in every building. Each bedroom needed to have an entrance area of at least eight square meters and be equipped with a shower. Rooms with multiple beds had to have a minimum floor space of twelve square meters (plus four-square meters for each additional bed) and a bathroom. It also encompassed various forms of tourist activities with features comparable to those in small hotels (Weng & Wang, 2019).

Guesthouses had been in operation around the world for a long time, and their specifications varied by country. In the United Kingdom, for instance, guesthouses were classified as bed and breakfast establishments. In East Africa, particularly in Kenya, they were considered guesthouses (Ng'oriarita, 2020). Guesthouses were categorized as lodging, a component of the hospitality and tourism industry.

In Kenya, guesthouses played a very important role as they allowed guests to have more overnight stay choices (Ng'oriarita, 2020). They were popular with both local and international tourists who might not afford accommodation in star-rated tourist hotels. The target markets for most guesthouses included individual guests, families, church organizations, NGOs, business people, and government departments. Milimu (2017)

indicated that operations in guesthouses included accommodation, food and beverage services, functions catering, wedding receptions, conferencing facilities, meetings, workshops, graduation ceremonies, and church crusades.

In Nairobi, Christian-affiliated guesthouses that were members of the Christian Guest Houses Association of Kenya (CGHAK) included: MCK Guesthouse, ACK Guesthouse, PCEA Guesthouse, CHAK Guesthouse, AACC Guesthouse, Savelberg Retreat Centre, SDA Guesthouse, YMCA, among others.

2.3.2 Customer Choice Behavior

Selection referred to the accumulation of items presented for choosing, buying, usage, and disposal—a set from which a decision could be made (Ng'oriarita, 2020). It could also be characterized as a consumer's cognitive perspective describing the consumer's strategy for making decisions, and it was considered a core part of the consumer's character (Baruca & Civer, 2012). This implied that the client's decision-making process while selecting a hotel or guesthouse was influenced by crucial aspects such as the qualities of the guesthouse's goods and services, the information obtained, and individual interests. According to the customer decision-making process model, customers went through three steps before deciding to acquire products and services: demand recognition, searching for information, and choice assessment (Ramanathan, 2010). These three steps were acknowledged as cognitive functions that guided clients through their purchasing decisions. A key topic was how the consumer made the decision to stay at a guesthouse, which followed a similar procedure. Knowing about crucial features might have helped in making the best option while choosing a guesthouse.

Customers explored and utilized knowledge regarding products and services to help solve rational problems during the decision-making process. Historically, such purchases required pamphlets, contact details for individual guesthouses, and travel firms. However, these days, purchasers could easily compare the information they needed as it was freely available online. When making a genuine purchasing choice, shoppers considered which traits were more relevant and attention-grabbing in terms of their distinct needs, interests, and views. Consequently, they evaluated the significance of every feature of every multi-attribute product choice (Baruca & Civer, 2012).

In this regard, Mutinda (2020) considered a relatively recent development in customer-centered marketing that could be integrated with customer relationship marketing. For guesthouses to understand the attitudes, values, and motivations that influenced their guests' opinions—and why and how they selected a specific guesthouse—it was crucial to have a general understanding of their customers' traits. These were topics of interest in marketing guesthouse management, marketing, psychology, and theories of consumer behavior (Bello & Bello, 2021). Sociodemographic and regional patterns were consumer factors that had traditionally been studied and might have impacted the choice to buy. Parameters like age, stage of family life, and more conventional geographic factors were employed (Bello & Bello, 2021). Kowisuth (2015) segmented the guesthouse markets based on age, gender, occupation, and traditions.

A "mixture of several parameters" in market division had frequently been proposed in numerous significant tourism and hospitality studies (Baruca & Civer, 2012). Other characteristics affecting client decision-making behavior and segmentation studies

included tasks, beliefs, participation, psychological elements, and comparable factors. Hotel choice behavior was an action plan consisting of a series of distinct but related stages, with choice criteria at the heart of the process.

The main objective of CAGs worldwide, and in Kenya in particular, was to provide accommodation to missionaries (Visser & Eastes, 2020). The criteria for market segmentation included faith-based organizations, groups, individual and family retreats, crusades, workshops, and conferences for corporate bodies (Kowisuth, 2015; Ng'oriarita, 2020). It was further indicated that CAG customer selection and decision-making processes were guided by individual church norms and beliefs. This implied that factors influencing Christian guesthouse customers' decision-making behavior were significantly influenced by faith dimensions in terms of operations, values, engagement, psychological characteristics, and other related elements. CAGs further engaged in family life support and community service.

Abraham (2015) noted that guesthouse attributes included the mission and vision of a guesthouse, location, guesthouse price tariff, security and safety status, the physical environment, and service convenience and quality (which included food and beverages, accommodation, and quality of staff). Abraham (2015) further concluded that most travelers, and missionaries in particular, considered hygiene, place of residence, room pricing, security, the level of service, and the hotel chain's reputation as important criteria when choosing a guesthouse. It was, however, important to note that guesthouses were a significant part of the hospitality business that contributed directly to the growth of the regional economy.

2.3.3 Guesthouse Price Tariff and Customer Choice

Guesthouse tariffs indicated the cost that consumers had to pay for products and services, particularly accommodation, food, and drink. For guesthouse business operators, the tariff represented the returns on efforts (Adem, 2019). According to Bello (2018), guesthouse rates were not only significant to guesthouse owners but were also significant for consumers, as they symbolized the value that customers attributed to meeting their requirements and wishes. In his investigation of customer selection factors in CGs in Nairobi, Kenya, Kwenga (2012) found that equitable guesthouse pricing impacted customers' choices and purchases of lodging and other services. This indicated that guesthouse visitors anticipated a greater quality of service when they spent more. As a result, the fee paid had to be proportionate to the level of services provided and the overall satisfaction acquired. This demonstrated that guesthouse tariffs were a crucial factor in consumer satisfaction and intention to repurchase. It also implied that guesthouse tariffs determined the number of bookings per season as well as the length of stay of the guest.

Papastathopoulos et al. (2021) explored how the pricing of hotel's halal services was operationalized based on faith-based factors in Singapore, Thailand and Japan. The study adopted the Bayesian quantile regression model and the hedonic pricing models to examine the pricing models across eight hundred and five hotels that were non-Muslim founded. It was thus established that the hotels' pricing was closely determined by faith attributes. Nevertheless, Papastathopoulos et al. (2021) was inclined to Muslim type of faith-based attributes and no other faiths such as Christianity.

Magothe et al. (2023) evaluated how decisions made by guests on purchases in Nakuru hotels was impacted by strategies of pricing. Descriptive cross sectional research design was used on a sample population of two hundred and thirty-six guests. The questionnaires were used to collect data from the respondents. It was noted that the decisions to select a particular hotel was based on the pricing strategies related to value addition, discounts and pricing concession by the management. Therefore, pricing was a key attribute that guests considered before making a decision to subscribe to the hotel services. Therefore, the study recommended on the need for the staffs of a hotel taking time to explain to the clients on the various benefits they were to get when they accessed various priced products and services.

2.3.4 Service Quality and Customer Choice

The key component for a hotel to retain its customers was to provide better convenience during the service process (Bekele, 2020). Abraham (2015) described service convenience as "being aware of the effort and time spent for customers to purchase or accept service." Al-Rousan, Ramzi, and Badaruddin (2010) used financial effects theory to describe the multidimensional aspects of service convenience, which included temporal convenience, spatial convenience, application convenience, and implementation convenience. Abraham (2015) categorized convenience into five categories: convenience of choice, convenience of access, convenience of transaction, convenience of advantages, and convenience after benefits. He explained that service inconvenience could influence a customer's choice of guesthouse. Therefore, guesthouse service providers had to be aware of the benefits of ease for client value and loyalty. According to Ananth et al. (2011), service quality consisted of five components: tangible things, dependability, responsiveness, assurance, and empathy.

Most hospitality visitors considered reliability to be the most important aspect of service excellence. Customers who experienced a high level of service convenience were more likely to be satisfied with the service provider and to want to return.

Susanto et al. (2024) evaluated through a literature review on how increment of hotel occupancy was impacted by the quality of services offered to satisfy customers. The study was qualitative in nature with sources derived from journals and articles. A mini-review approach was adopted and noted that the quality of services had a positive effect on the occupancy of rooms. This was because, provision of amenities promoted satisfaction and desire to occupy the rooms. Regrettably, little was said on service quality measures related to pricing and brand image.

2.3.5 Institutional Environment of the Guesthouse and Customer Choice

An attractive atmosphere had the capacity to influence customer choosing behavior, purchasing habits, and return visits. This implied that elements such as general layout, design, and ornamentation constituted an organization's physical environment. Bello & Bello (2021) described the physical environment as aspects such as structure, architectural design, interior design, illumination, musical instruments, scents, and hygiene. The external setting highlighted ambient signals, architectural cues, and social cues that enticed consumers to choose a guesthouse over others. Sohrabi et al. (2011) further noted that the physical environment of a guesthouse impacted not only consumers' psychological, mental, and physical emotions but also their guesthouse selection habits. According to Chia and Muiz (2021), customers frequently considered the hotel's physical surroundings as its single most beneficial aspect.

The institutional environment set the standard for a hospitable experience even before consumers were served. According to Bello and Bello (2021), improving ambiance through aroma could boost guesthouse ratings and the likelihood of choosing it over others. This suggested that the aesthetics of a guesthouse's facilities, sitting comfort, and cleanliness had a considerable impact on customer happiness, as well as their decision-making and ultimate choice of a guesthouse.

Soni et al., (2022) reviewed through the use of past literature on how customer satisfaction was derived after the Indian hotels adopted practices that were environmentally friendly. A total of 31 papers dating from 2000-2020 were accessed and their information reviewed. The study noted that there were green initiatives that the hotels had adopted such as ecofriendly structures, waste recycle processes, environmental policies such as no littering, use of solar power, and other methods. Regrettably, the choice to use secondary data from individual authors could have introduced author-biases into the study particularly from the context that environmentally friendly practices varied from one nation to the other. This would create a discrepancy on what is defined as an environmental practice without basing it from a global authority in environmental aspects.

Kamotho (2024) investigated how satisfaction from the Kenyan hotel context after designing the hotel design to reflect the guest experiences. The study was based on secondary data from past publications, and documents. The findings reflected that when the management was able to design and label hotel interiors it brought about aesthetic appeal, coziness and operative suitability to the guest's experiences. This designing was as thorough as having a well-planned room layout, the design of furniture, and the lighting fixtures. Additionally, it was also established that having well-spaced lobbies, restaurant

and facilities that supported recreational activities, and local culture themes designed, impressed guests and left a lasting impact on them. Nevertheless, the lack of inclusion of hospitality management, deprived the study an opportunity to ascertain the challenges the hotel industry faced in the process of designing its amenities to reflect the interests and tastes of the guests.

2.3.6 Guesthouse Security and Safety

It was commonly known that missionaries and guests at guesthouses were concerned about their safety and security. Clients liked to see visual evidence of safety in guesthouses, so safety and protection were important considerations for clients when choosing a guesthouse. According to Adem (2019), security-related traits were among the most highly rated across all client segments. Chia and Muiz (2021) observed that one of the most crucial considerations for guests choosing accommodation was security. This implied that safety and security were crucial factors in determining consumer trust when picking a vacation and a guesthouse to stay at.

Diminyi et al., (2024) determined the various security challenges that affected the Nigerian hotels hence affecting the loyalty of the guests. There were four hotels considered in the study mainly from Makurdi metropolis and were selected using stratified random sampling technique. From these hotels, 8 key informants' interviews were conducted and analysed through content analysis method. It was determined that the hotels had undergone through minor security breaches such as theft and fights from the commercial sex workers. The issues have been contained amicably through the cooperation between the management and the security forces. However, Diminyi et al., (2024) did not consider Christian based

hotels which did not entertain guests such as commercial sexual workers, to determine the security concerns they encountered.

Musakala et al. (2022) evaluated how Nairobi's restaurants were able to ensure that they provided safe food and security measures to their customers. One hundred and twenty-four restaurants were included using descriptive survey design at the central business district. The employees of the restaurants were tasked with answering the questionnaires while the management were interviewed. It was thus discovered that the practices that sought to ensure that there was safe handling and provision of food, had a positive effect on obtaining the loyalty of the customers to the restaurants. Additionally, provision of safety measures such as all-time CCTV monitoring and presence of a security guard enhanced the security approaches in the restaurants.

2.4 Summary of Gaps

Many investigations have been carried out in the guest house context but have not addressed the issue of influence of customer choice behaviour in Christian affiliated guesthouse in Kenya. Table 2.1 summarizes the knowledge gaps in this field of study.

Table 2.1***Summary of Gaps***

Author	Title	Findings	Gap
Ng'oriarita (2020)	Assessed how tourism that was community based was affected by the development of skills and lodging visitors in Kenya's West Pokot County	Guest houses are very popular with both local and international tourists who may not afford accommodation in star rated tourist hotels.	Only looked on skills development without situating it on attributes of guesthouses as determinants of customer choice
Kwenga (2012)	Examined how Kenya's conferencing was improved in tandem with local tourists and application of CGHs strategies during operations	Established that reasonable guesthouse rates have an impact on guests' decisions to book lodging at these hotel rooms	Did not compressively include attributes as bases of customer selection of guesthouses.
Visser and Eastes (2020)	Evaluated the lessons that could be derived from choices of tourism sections in South Africa which were affected by restructuring of lodgings	Discovered that a lodging facility is an existing house or structure that has been expressly classified as a place of residence with the purpose of offering its visitors exclusive access of public facilities and overnight accommodations.	ot consider attributes as part of determining factors for customer guesthouse selection

2.5 Conceptual Framework

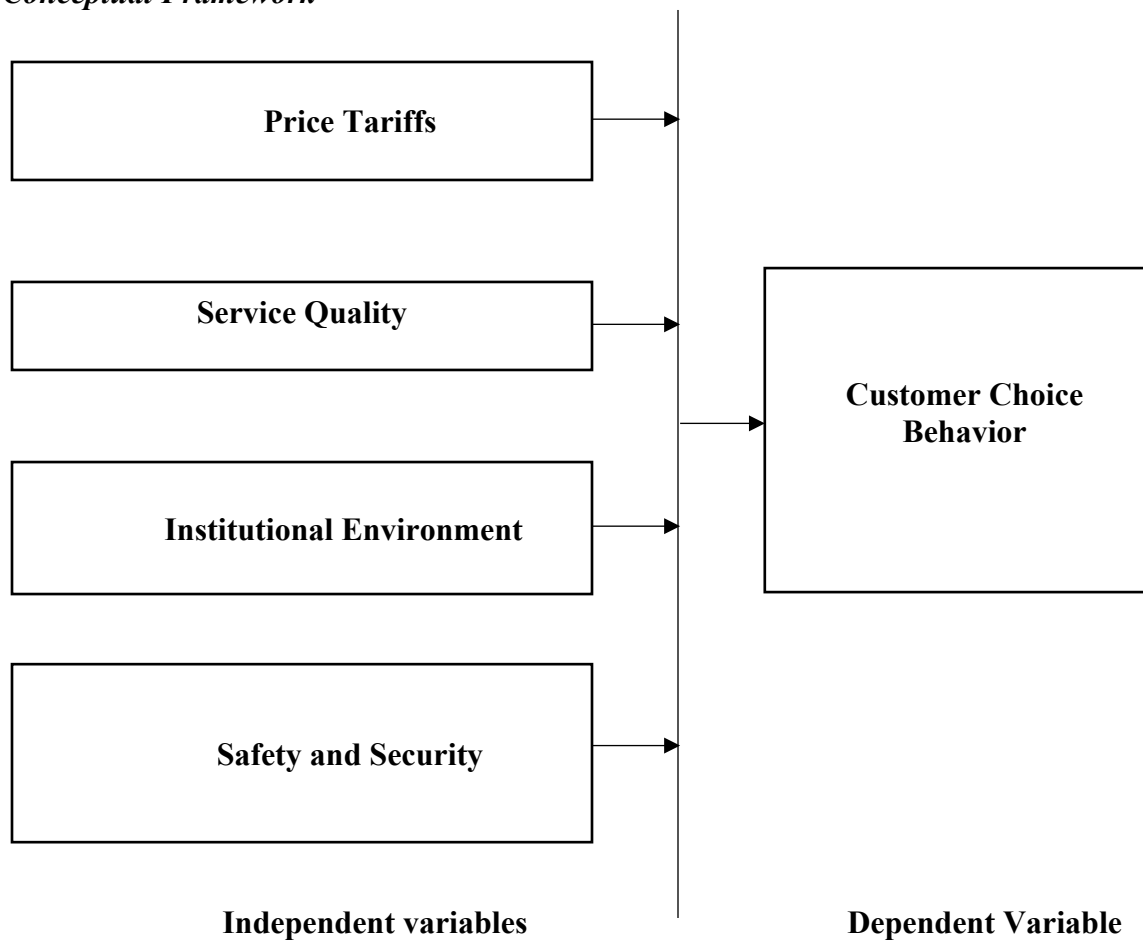
The six indicators are positioned as independent variables in the conceptual framework of the guesthouse choice indicators, with the customers' decision acting as the dependent variable.

The mission and vision, guesthouse location, and guesthouse pricing are among the independent factors. Physical Environment, Service Convenience, and Security and Safety.

The framework is expected to explain the relationship among all six of these guesthouse components and the variable in question (i.e., Clients Selection Behavior) in the context of church guesthouses in the Nairobi County.

Figure 2.1

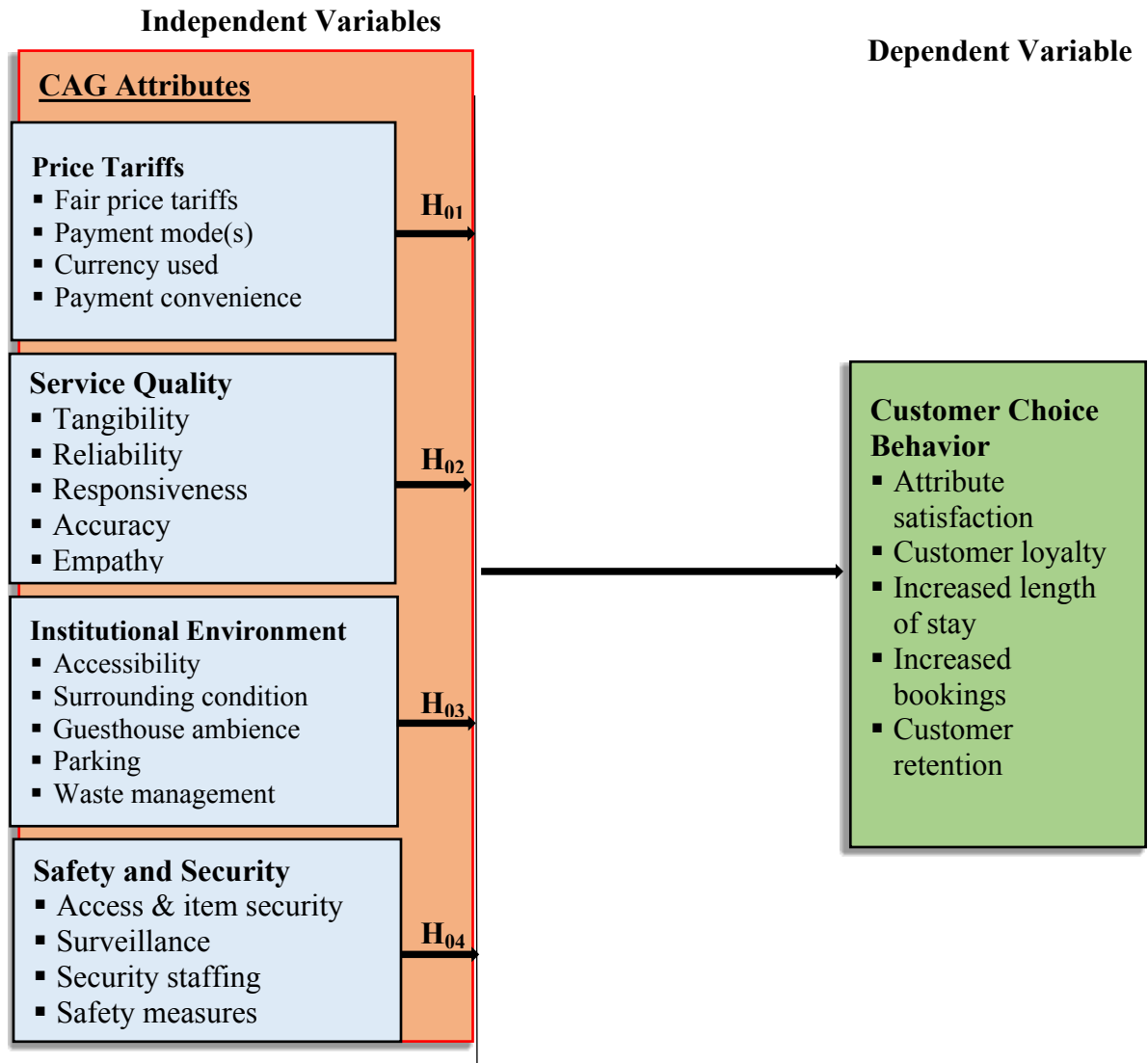
Conceptual Framework



Source: Researcher (2024)

Figure 2.2

Operational Framework



Source: Researcher (2024)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The chapter provides the methodology aspects such as the research design, target population, sampling procedure, data collection methods, pilot study, data collection procedure, data analysis and ethical considerations.

3.2 Research Design

This study adopted a sequential explanatory research design which is a type of a mixed methods research design (Silverman, 2011). In sequential explanatory design, the study collected both quantitative and qualitative data in form of questionnaires and interviews respectively. The quantitative data (questionnaires) were collected first, followed by qualitative data (interviews). Additionally, even in data analysis, quantitative data was analyzed first then followed by interview responses (Vithal, 2010). These qualitative responses were used to emphasize and provided a more detail explanation supporting the primary data.

3.3 Target Population

Population referred to the total group of persons, events, or things of interest with similar observable qualities that the researcher wanted to explore (Franklin, 2012). The unit of observation of the study comprised 13 CAGs registered with the Christian Guest Houses Association of Kenya (CGHAK) in Nairobi County (Ng'oriarita, 2020). The total number of respondents was 723, including all guesthouse general managers (13), two supervisors (Front Office and Food and Beverage Supervisors) from each guesthouse (26), and all

customers based on the average occupancy (684). This was because the study was collected during peak season where the bed occupancy was either full or almost full.

3.4 Sampling Procedure

A sample constituted a segment of a group of people from which conclusions about the population could be formed based on observable data (Asiamah et al., 2017). A sample was also a relatively small number of units analyzed so that the researcher could make valid conclusions about the broader group (Vithal, 2010). Sampling was the method of selecting representative sections or collections of persons or items from a population (Cohen & Arieli, 2011), whereas a sampling design was the approach used to choose sample units (Rahi & Abd, 2019).

A purposive sampling method was used to select guesthouse managers (13) and supervisors (26). According to Rahi et al. (2019), purposive sampling involved collecting data from specific respondents and was appropriate for a small population and provided intensive information. The random sampling method was used to obtain the total population of customer respondents based on a 62% average occupancy rate, as tabulated below.

To calculate the number of desired respondents from each guesthouse, Yamane's (1967) formula ($n = N / (1 + N(e)^2)$) was used: where:

- n = required sample size
- N = population
- e = margin of error

The sample size was calculated as follows:

$$n=6841+684(0.05)^2n = \frac{684}{1 + 684(0.05)^2}$$

$$n=1+684(0.05)2684$$

$$n=6841+684(0.0025)$$

$$n = \frac{684}{1 + 684(0.0025)}$$

$$n=1+684(0.0025)684$$

$$n=6841+1.71$$

$$n = \frac{684}{1 + 1.71}$$

$$n=1+1.71684 \quad n=6842.71$$

$$n = \frac{684}{2.71}$$

$$n=2.71684$$

$$n=252$$

Table 3.1***Sample Size Calculation***

Guesthouse	Bed Occupancy	Average Customers (62% Occupancy)	Desired Sample Size
MGH	157	97	36
AACC	130	81	30
ACK	118	73	27
SDA	61	38	14
PCEA	92	57	21
CHAK Guest House	75	47	17
Savelberg	80	49	18
YMCA	68	42	15
Ufungamano	54	33	12
Corat Guest House	60	37	14
Biblica Guest House	40	25	9
Convent International	68	42	15
Grace House Resort	102	63	23
Total	1,105	684	252

Source: Author, 2023

3.4.1 Inclusion and Exclusion Criteria for Managers

The inclusion criteria for managers required that the selected managers had to be working in the CAGs at the time of the research. It was assumed that this period was adequate for gaining the necessary experience in management before and during the COVID-19 epidemic period.

3.4.2 Inclusion and Exclusion Criteria for Customers

The inclusion criteria for customers were based on average occupancy and their physical presence at the time of data collection. However, they were excluded if they indicated that they have previously taken part in the study while in another hotel during the data collection exercise.

3.5 Instrumentation

This study provided data that was both quantitative and qualitative, depending on the setup and techniques used during data collection. Data collection instruments included both closed and open-ended questionnaires to gather quantitative data, and interview schedules to acquire qualitative data.

3.5.1 Quantitative Data Collection Method

Closed and open-ended questionnaires were used to obtain data from 252 CAG guests. These tools were selected because they required less time to answer, which increased the response rate. They also had the advantage of being easier to analyze, which improved the efficiency of acting on the feedback and provided a better understanding of the phenomenon (Howell, 2013). For closed-ended questionnaires, the instrument adopted a Likert-type scale format. While common, there are potential issues with response biases (e.g., central tendency bias) but at the same time, it provides a more cohesive approach on the responses provided. The questionnaires have several sections encompassing eight questions on general information, seven questions on price tariffs, five questions on service quality, seven questions on institutional environment, nine questions on safety and security, and eleven questions on customer choice behavior.

3.5.2 Qualitative Data Collection Method

In the qualitative method, an interview schedule was used to obtain data from 26 CAG supervisors and 13 CAG general managers. This was because, it gave the managers a chance to provide more details on customer behaviors and attributes affecting them. According to Guest et al. (2006), a minimum of 12 interviews was sufficient to achieve data saturation in a qualitative study. Cohen and Arieli (2011), on the other hand, asserted that interview schedules had the advantage of providing in-depth data from respondents. They were also flexible and allowed respondents to express their opinions about the phenomenon, resulting in rich data that provided a detailed understanding of the challenges encountered by managers in managing CAGs' objectives.

3.6 Pilot Study

To improve the validity of the data collection tools, a pilot test was conducted to ensure correctness and accuracy. According to Pearson et al. (2020), the piloting sample size in social sciences is 10% of the sample. For piloting, this study used one randomly selected CAG (10%) in Kiambu and obtained 1 manager, 2 supervisors, and 25 guests (10%) as respondents. Pilot testing respondents did not participate in the main study. The findings of the pilot test were used to enhance the reliability and validity of the data collection tools.

3.6.2 Validity and Reliability

Validity referred to the extent to which the instruments measured what they were supposed to measure (Ahmad et al., 2018). It ensured that the obtained data could be analyzed. Reliability referred to the consistency of an instrument in producing the same result if tested at different times (Creswell, 2003), in a composite variable formed by combining

scores on a set of items. For validity, the instrument was piloted before the actual data collection process, as advised by Mugenda and Mugenda (2008). For reliability, the Cronbach Alpha Test was used to ensure the reliability of the instruments, as suggested by Cronbach and Shavelson (2004). According to Graham et al. (2021), a reliability test result of more than 0.70 indicated acceptable reliability. Values greater than 0.9 indicated excellence in the instruments; values greater than 0.8 indicated that the instruments were good; values greater than 0.6 but less than 0.7 indicated questionable reliability; values greater than 0.5 but less than 0.6 indicated poor reliability of the instruments; and values less than 0.5 indicated unacceptable reliability.

3.7 Methods of Data Collection

The data collection procedure involved booking appointments with the CAG managers, which was followed by actual data collection through organized meetings at the appointed times. The researcher used the services of research assistants to distribute the questionnaires whereas the researcher interviewed the managers. On the day of data collection, the research team met with the guestroom managers where the purpose of the study was mentioned. The research assistants were shown various supervisors and guests to distribute the questionnaires. The respondents filled in as the research assistants waited for them to complete. Once that was done, they thanked them and stored the filled in questionnaires for analysis. During the interview, the researcher interviewed the management while noting down their responses using a pen and a paper. This was efficient since most of them were more flexible as compared to being recorded. After the interviews, the researcher thanked them and stored the interview responses in a safe place pending analysis.

3.8 Operational Definition of Variables

Customer choice behavior comprised the dependent variable, while Christian-affiliated guesthouse attributes were the independent variables. The various variable measuring metrics were presented in Table 3.2.

Table 3.2

Measurement of Variables

Variable	Type	Indicators	Measurement
Price Tariffs	Independent	Service prices Currency used Mode of payment Payment convenience Value for money	Questionnaire and Interview
Service Quality	Independent	Tangibility Reliability Responsiveness Accuracy Empathy	Questionnaire and Interview
Institutional Environment	Independent	Accessibility Surrounding condition Waste management Guesthouse ambience General hygiene Parking	Questionnaire and Interview
Safety and Security	Independent	Access security Guests' items security Surveillance Security staffing Safety measures	Questionnaire and Interview
Customer Choice Behaviour	Dependent	Cost/price factors Attributes satisfaction	Questionnaire and Interview.

3.9 Methods of Data Analysis

Data analysis was a procedure of evaluating, cleansing, and arranging collected data to define its application in making informed decisions (Vithal, 2010). Data analysis was used to extract meaning and improve the quality of the acquired information (Cohen & Arieli, 2011). Based on the type and tools used to collect data, the study produced both quantitative and qualitative results.

3.9.1 Quantitative Data

Quantitative data was analyzed using SPSS as a tool. Specifically, the quantitative data was analyzed using descriptive and inferential statistics, and the hypothesis was tested at a confidence level of 0.05. The descriptive statistics such as mean and standard deviation were provided while inferential statistics such as model summary, ANOVA and regression coefficients were provided.

3.9.2 Qualitative Data

Qualitative data collected through qualitative techniques was analyzed thematically, which involved cleaning the data on a daily basis, coding the information, and establishing themes and patterns to form the basis for theory and report development. The results were presented in content sections: results, discussion, summary, conclusions, and recommendations.

3.9.3 Empirical Model

The relationship between study variables was studied through empirical modeling. From Figure 2.1, the conceptualized independent variables were price tariffs, service quality, institutional environment, and safety and security. The dependent variable, on the other

hand, was customer's choice behavior. Evaluating the effect of these independent factors on the dependent variable, and subsequently testing the hypothesis, required the use of a regression model. The model will take the general form:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where;

Y= Customer's Choice Behaviour

X₁= Price Tariffs

X₂= Service Quality

X₃= Institutional Environment

X₄= Safety and Security

β₀= Constant (model intercept)

β₁, ... β₄= Coefficients constant for the respective independent variables

ε=error term

The coefficients for the independent variables β₁, β₂, β₃, and β₄ explained the induced change in customer's choice behavior due to a shift in components of the respective independent variables.

Diagnostic tests were conducted to evaluate whether the collected data fits regression assumptions. For this reason, diagnostic tests that were conducted included normality test, linearity test, homoscedasticity test, test for autocorrelation and multicollinearity test.

3.10 Research Hypotheses Testing

Table 3.3 summarizes how the research hypotheses will be tested.

Table 3.3

Summary of Research Hypotheses Testing

Research Objective	Hypothesis	Statistical model	Interpretation of results
Research Objective 1: To investigate the relationship between seasonality and performance of star-rated beach resorts	H ₀₁ : There is no significant relationship between price tariffs of a CAG and customer's choice behaviour in Nairobi County	$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$ Where: Y=Customer's Choice Behaviour	H _{0i} : $\beta_1 = 0$ H _{0i} : $\beta_i \neq 0$, i = 1, 2, 3, 4
Research Objective 2: To examine the influence of service quality of a CAG on customer's choice behaviour in Nairobi County	H ₀₂ : Service quality of a CAG does not significantly influence customer's choice behaviour in Nairobi County	X ₁ =Price Tariffs X ₂ = Service Quality X ₃ =Institutional Environment X ₄ =Safety and Security	Where β_i are the respective regression coefficients in the linear model
Research Objective 3: To investigate how institutional environment of a CAG affect customer's choice behaviour in Nairobi County	H ₀₃ : Institutional environment of a CAG does not significantly affect customer's choice behaviour in Nairobi County	β_0 =Constant (model intercept) $\beta_1, \beta_2, \beta_3$ and β_4 = Coefficients constant for the respective independent variables ϵ =error term	Where β_i are the respective regression coefficients in the linear model
Research Objective 4: To determine the influence of safety and security of a CAG on customer's choice behaviour in Nairobi County	H ₀₄ : There is no significant influence of safety and security of a CAG on customer's choice behaviour in Nairobi County		

3.11 Ethical Considerations

The study ensured that the researcher sought the consent from the respondents through using a consent form (appendix I). Additionally, they were informed not to fill their personal details such as names, mobile numbers and email address to enable their feedback be anonymous. Further, sensitive information was preserved in a safe and secure place placed under lock and key for limitation on unauthorized access. The study ensured that guests did not repeat taking part in the study through research assistants inquiring directly from the guests on whether they had taken part in the study. If they revealed that they had taken part in the study, the research assistants did not distribute the questionnaires and conduct interviews the second time. During the analysis stage, the study ensured that there was no fabrication of data and any reference made to previous studies, was acknowledged through intext citations and references in accordance to APA 7th edition.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the findings of the study. The chapter has both quantitative and qualitative results. This chapter is organized in four sections. Section one gives the response rate and validity and reliability of the research instrument. In section two, demographic characteristics of respondents, who are guests and guesthouse managers. Section three outlines descriptive statistics for each of the study variables. Section four presents inferential results of data analysis in form of empirical modeling. In particular, section four includes results of diagnostic tests, regression analysis and testing of the research hypotheses.

4.2 Response Rate

Response rate refers to the proportion of the targeted respondents who actually take part in a study. For this study, the intended sample size was 285. The sample size included 13 guesthouse managers, 26 supervisors and 252 guests. In each category, response rates were as shown in Table 4.1.

Table 4.1

<i>Response Rate</i>			
Sample Category	Expected Response	Actual Response	Percentage
Managers	13	13	100.0%
Supervisors	26	26	100.0%
Guests	252	207	82.1%
Total	285	246	86.3%

Source: Survey Data (2024)

From Table 4.1, it can be observed that in all categories of respondents, the response rate was above 70%. Cumulatively, the response rate was 86.3% (246 of 285) whereby 13(100%) managers, 26(100%) supervisors and 207(82.1%) guests took part in the study. This response rate, according to Mugenda and Mugenda (2003), surpassed the suggested minimum sample size, which is 70%. Creswell and Port (2017) also admit that a response rate of at least 70% is a good representation of a targeted population. Since the sample was sufficient, it implied that inferences about population characteristics can be made based on this data.

Having satisfied the threshold for a sample size for a survey, next is to examine validity and reliability of the research instrument.

4.3 Instrument Validity and Reliability

In research, validity of research instrument is a measure of extent to which results from analysis truly represents the true problem under study. Both Maina (2012) and Bryman (2012) agree that instrument validity quantifies the extent to which a research instrument measures what it intends to measure. In this study, instrument validity was measured using Kaiser-Meyer-Olkin (KMO) and Bartlett's tests. KMO measures sampling adequacy while Bartlett's test is based on a null hypothesis that the resulting correlation matrix is an identity matrix. In other words, KMO test results shows that fraction of variance in the study variables that may be attributed to some underlying factors. A satisfactory valid research instrument, according to Aljandali (2016), is shown by KMO statistics value of at least 0.5. Bartlett's test, which focuses on the strength of associations between and/or among study variable indicators, relies on the nature of the resulting correlation matrix. A resulting

identity matrix shows that the variables are unrelated and consequently, are not suitable for further analysis. That is, under Bartlett's test, a valid instrument is shown by rejecting the null hypothesis that the resulting correlation matrix is identity. This is evidenced by having corresponding p-value less than 0.05. Validity results for each study variable were as shown in Table 4.2

Table 4.2

Validity of Research Instrument

Study Variable	KMO and Bartlett's Test Statistics		
Price Tariffs	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.680
	Bartlett's Test of Sphericity	Approx. Chi-Square	52.21
		Sig.	.005
Service Quality	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.695
	Bartlett's Test of Sphericity	Approx. Chi-Square	386.681
		Sig.	.001
Institutional Environment	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.714
	Bartlett's Test of Sphericity	Approx. Chi-Square	59.230
		Sig.	.001
Safety and Security	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
	Bartlett's Test of Sphericity	Approx. Chi-Square	102.072
		Sig.	.000
Customer Choice Behavior	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.735
	Bartlett's Test of Sphericity	Approx. Chi-Square	79.300
		Sig.	.025

Based on the interpretations of KMO and Bartlett's tests, it can be seen that KMO statistic values for all study variables are greater than 0.5, an indication of a valid instrument. Further, in each of the study variables, the respective p-values in the Bartlett's test are all less than 0.05 (p-values < 0.05), an indication that all the null hypotheses of identity

correlation matrix were rejected. Since both results of KMO and Bartlett's tests are consistent, it can be inferred that there is a strong evidence of a valid research instrument used in this study. Apart from these tests, critical review of relevant literature and adoption of expert opinion were used to enhance validity.

For reliability, a research instrument is said to be reliable if it produces similar results after repeated trials. Reliability test, therefore, measures the degree to which a research instrument produces similar trials after repeated trials. In this study, Cronbach's Alpha was used to measure reliability of the research instrument (Cronbach & Shavelson, 2004). Cronbach's alpha reliability coefficient is a statistic that ranges between 0 and 1, where a high value (above 0.5) is an indication of high internal consistency. Results for reliability check for each study variables were as shown in Table 4.3.

Table 4.3

Reliability of Research Instrument

Study Variable	No. of Items	Alpha Score (α)
Price Tariffs	7	0.901
Service Quality	5	0.735
Institutional Environment	7	0.860
Safety and Security	9	0.839
Customer Choice Behavior	11	0.824
Overall Instrument Reliability	39	0.832

Source: Survey Data (2024)

Reliability results in Table 4.3 shows that all indicators in each study variable was reliable since all the alpha values are greater than 0.5. Further, it can be seen that even in the overall instrument reliability, the alpha value is 0.832, an indication that the overall instrument was reliable.

4.4 Demographic Characteristics

This section presents demographic characteristics of the respondents. For managers and supervisors, demographic characteristics considered included gender, age, highest level of education, years of work experience in the industry and in the current work station and duration of operation of the guesthouse. On the other hand, demographic characteristics of guests included age, gender, whether the guest had had a prior visit to the guesthouse, how the current visit has been organized, frequency of visits and chances of referring another person. Demographic characteristics are as discussed herein.

4.4.1 Demographic Characteristics of Managers

Demographic characteristics of managers and supervisors were as presented in Table 4.4

Table 4.4***Demographic Characteristics of Managers and Supervisors***

Characteristics of Respondents	n = 39	Percent
Gender		
Male	23	59.0
Female	16	41.0
Age distribution		
21-30 years	9	23.1
31-40 years	13	33.3
41-50 years	11	28.2
Above 50 years	6	15.4
Highest level of education		
College Certificate	2	5.2
College Diploma	16	41.0
Undergraduate	16	41.0
Postgraduate	5	12.8
Work Experience in the Industry		
Below 6 years	12	30.8
6 - 10 years	15	38.5
11 - 15 years	6	15.4
Above 15 years	6	15.4
Duration of Operation of the Guesthouse		
Below 6 years	17	28.2
6 - 10 years	13	43.6
11 - 15 years	6	20.5
Above 15 years	3	7.7
Work Experience in the Current Christian Guesthouse		
Below 6 years	18	46.2
6 - 10 years	13	33.3
11 - 15 years	5	12.8
Above 15 years	3	7.7

Source: Survey Data (2024)

Results in Table 4.4 shows that there are slightly more male managers and/or supervisors (59%) than females (41%). This is an indication that in the Christian Affiliated Guesthouses, top leadership is dominated by men. In age distribution, majority of managers and supervisors have their age spread between 31 and 50 years (equivalent of about 62%). About 38% of managers or supervisors represents those aged below 31 years and above 50

years. For the highest level of education, the highest (and equivalent proportion) was observed on persons who had attained college diplomas and undergraduate degrees. This was to reveal the level of skills they had in relation to the management of guest houses. In the next three queries regarding work experience in the industry and in the current work station and duration of operation of the guesthouse, similar results were noted.

As seen in Table 4.4, though most respondents had been in the industry for more than 6 years (69%), a larger proportion (46%) had however, worked in the current work station for less than 6 years. One probable factor that may contribute to this could be the duration of operation of the guesthouses. In fact, this is clear on the responses regarding the duration of operation of the guesthouse. In each duration category for the two questions on duration of operation of the guesthouse and work experience in the current work station, there is a similar response pattern. This is indication of consistency in the results.

4.4.2 Demographics Characteristics for Guests

Demographic characteristics for guests were summarized as shown in Table 4.5.

Table 4.5***Demographics Characteristics for Guests***

Characteristics of Respondents	n = 207	Percent
Gender		
Male	134	64.7
Female	73	35.3
Age distribution		
Below 21	27	13.0
21-30	38	18.4
31-40	48	23.2
41-50	44	21.3
51-60	46	22.2
Above 60	4	1.9
Prior Guesthouse Visit		
Yes	121	58.5
No	86	41.5
Visit Organizer		
Personal	75	36.2
By Family	34	16.4
By Church	26	12.6
By Agent	21	10.1
Group/Organization	40	19.3
By Tour Guide	11	5.3
Frequency of Visits		
Never visited before	86	41.5
Not Often	35	16.9
Often	33	15.9
Very Often	46	22.2
Most Often	7	3.4
Referring a Friend		
Yes	185	89.4
No	22	10.6

Source: Survey Data (2024)

From the results presented in Table 4.5, it can be observed that the guesthouses are frequented by male guests (64%) than their female counterparts (36%). In terms of age distribution, there is no specific age category that frequents the guesthouses since, according to the results, no specific age category has a strikingly high proportion. The only exception is for guests who are above 60 years of age (= 1.9%), which had the least

proportion. More than half of the guests indicated that they had had prior visit (58%), an indication that the revisit could be due to excellent customer satisfaction. For this reason, these guesthouses need to identify points and/or products and services that enhances customer loyalty and capitalizes on them.

Other than personal bookings and tour organization (= 36%), there are other key players who also assist in organizing visits to these guesthouses. These include Group/Organization (19%), Family (16%), Church (13%) and Agent (10%). Only 5% of the respondents indicated that their visits were organized by tour guides.

Probable good satisfaction in these guesthouses is further evidenced responses in the frequency of visits. Though a significant proportion indicated that they have never visited the current guesthouse (42%), the remaining larger proportion had visited the place before and had had prior experience of the services of the said guesthouses. The fact that an individual stated that he/she visits the guesthouse, irrespective of whether less often or most often, implies that majority of the guests happy with the services offered in these guesthouses and are more willing to pay a visit to the said guesthouse again. Good services in these guesthouses are further shown by most respondents indicating that they are more willing to refer their friends (89%) compared to only 11% who said otherwise. For nationality and occupation of guests, Table 4.6 and Table 4.7 summarizes the findings.

Table 4.6

Nationality of Guests

Nationality	Frequency	Percent
Kenyan	151	72.9
Tanzanian	13	6.3
Ugandan	15	7.2
Somalia	5	2.4
Rwandan	11	5.3
Burundian	1	.5
French	1	.5
South Sudan	2	1.0
Danes	1	.5
Japanese	2	1.0
Korean	2	1.0
American	1	.5
South African	1	.5
Ethiopian	1	.5
Total	207	100.0

Source: Survey Data (2024)

From Table 4.6, it can be seen that guests in these guesthouses come from several countries. Nevertheless, Kenyan guests top the list (73%) followed by Ugandan guests, Tanzanian Guests, Rwandan Guests and Somali Guests with proportions 7%, 6%, 5% and 2.4 % respectively. The distribution of nationality of guests from other countries were as shown in Table 4.6.

The distribution of occupation of guests is as shown in Table 4.7.

Table 4.7***Occupation of Guests***

Occupation	Frequency	Percent
Teacher	20	9.7
Farmer	11	5.3
Media Practitioner	1	.5
Hotelier/Cook/Chef	26	12.6
Tour Guide	8	3.9
Social Worker	6	2.9
Civil Servant	3	1.4
Lawyer	5	2.4
Financial Controller/Cashier/Accountant	12	5.8
Human Resource Personnel	3	1.4
Doctor/Nurse/Dentist	6	2.9
Driver	8	3.9
Security Personnel	1	.5
Not employed	4	1.9
Retired	3	1.4
Receptionist/Secretary	21	10.1
Military	3	1.4
Marketer/Salesperson	2	1.0
Lecturer	3	1.4
Student	19	9.2
IT Personnel	1	.5
Researcher	1	.5
Business/Entrepreneur	22	10.6
Police	1	.5
Security Officer	1	.5
Mechanic	4	1.9
Engineer	2	1.0
Artist/Musician	3	1.4
Cleaner	1	.5
Laundry/Room Steward	3	1.4
Banker	1	.5
Bishop	2	1.0
Total	207	100.0

Source: Survey Data (2024)

4.5 Responses on Each Study Variable

As shown in the conceptual framework (Figure 2.1), the study had five variables, which were price tariffs, service quality, institutional environment, safety and security and customer choice behavior. As discussed in chapter three, the first four variables (independent variables) were measured using a Five-Point Likert Scale with values ranging from 1 (Not Important) to 5 (Very Important). That is, under each variable, respondents were to state the extent to which the pre-stated indicators are important in influencing behavior of guests in choosing a Christian affiliated guesthouse. For the dependent variable, attention was given to extent to which attributes of the guesthouse influences customers' choice behavior. This was measured on a continuous scale.

In each variable and for each indicator or statement, minimum rating, maximum rating, mean rating, standard deviation and coefficient of standard deviation were obtained. While is a measure of central tendency, standard deviation (SD) was used to measure variability or homogeneity of responses from or with respect to a central value, the mean. However, to quantify this uniformity in responses for each indicator, coefficient of standard deviation (CSD) was used. The CSD value, when converted to percentage, gives the coefficient of variation.

Now, the responses for each study variable are as discussed herein:

4.5.1 Responses on Price Tariffs

On price tariffs, as an independent variable, focus was on the actual charges, mode of payment, efficiency of payment systems and availability of discounts and offers among others. The responses were as displayed in Table 4.8.

Table 4.8***Responses on Price Tariffs***

Indicators	Min	Max	Mean	SD
Fair Price Tariffs	2	5	3.22	.636
Economic package charges	2	5	3.87	.490
Mode of paying bills	2	5	4.22	.830
Availability of discounts and offers	3	5	3.87	.755
Value for money	2	5	3.98	.727
Payment system efficiency	2	5	4.09	.796
Convenience payments	3	5	4.05	.787
Average			3.90	.717

Source: Survey Data (2024)

Table 4.8 shows that the average means for each dimension are all higher than 3, which suggests that respondents preferred to concur with the statements listed under price tariffs. The highest mean score was observed on the dimension of mode of payment which had an average score of 4.22. This observation implied that one of the reasons that could be attracting guests to remain loyal to particular guesthouse is mode of payment of bills the guesthouse has adopted. The least mean rating was observed on fair price tariffs, with an average score of 3.22. This is an indication that fairness in the price tariffs, as a dimension of Price Tariff is not such an important factor when it comes to choosing of a guesthouse. Again, this rolls back to service provisions. That is, an individual would be more willing to pay more as long as the service will meet his/her expectations. Nonetheless, the fact that the fairness of price tariffs is not such an important factor, the overall mean responses (= 3.9), which tends towards *Very Important*, Price Tariffs as a variable is still key in influencing customer's choice behavior.

For standard deviations, all values were less than 1 (one), which showed that there was a high uniformity in all the responses. A low standard deviation shows that there were no

wide discrepancies in the responses this can be quantified using the coefficient of variation (or equivalently, coefficient of standard deviation) values. Apart from *Economic package charges*, which the least coefficient of variation (= 12.7%), the remaining indicators had almost equivalent extent of uniformity. Despite having this observation, the finding cannot be used to infer that Price Tariffs is such an important factor that significantly influences customer's choice behavior.

4.5.2 Responses on Service Quality

Service quality was measured using five indicators, which were *Tangibility*, *Reliability*, *Responsiveness*, *Assurance* and *Empathy*. *Tangibility* focused on physical facilities, personnel, equipment and appearance of communication materials. *Reliability* measured the ability to perform the promised service accurately and dependably. *Responsiveness* focused on the promptness of service provision and willingness to assist guests. *Assurance*, on the other hand, measured the ability of employees in conveying trust and confidence and the general knowledge and courtesy. *Empathy*, as the last dimension in this variable, focused on the overall caring and individualized attention customers receive from the guesthouse. Similar to Price Tariffs, mean of the responses, standard deviation and coefficient of standard deviation (or equivalently, coefficient of variation) was obtained. Table 4.9 summarizes the results.

Table 4.9***Responses on Service Quality***

Indicators	Min	Max	Mean	SD
Tangibility	2	5	3.17	.481
Reliability	2	5	3.77	.647
Responsiveness	3	5	4.27	.791
Assurance	2	5	3.73	.764
Empathy	2	5	4.02	.812
Average			3.79	0.699

As previously explained, responses in this variable measured the extent to which the pre-stated indicators of service quality are important in influencing customer's choice behavior. A high mean rating, consequently, implied that the indicator in question is important in influencing customer's choice behavior. Results in Table 4.9 reveals that the mean scores on the statements ranged in value from 3.17 to 4.27. The small range shows that the five indicators are almost equivalent in terms of the weights. Nonetheless, *Tangibility* had the least mean score (= 3.17) while *Responsiveness* had the highest mean score (4.27).

This could be evidence that the most important thing that guests are always after is the readiness and/or promptness of their needs being tended to. This is still a confirmation that apart from the actual rates being charged, there are more important factors that the guesthouses should focus on. The overall mean rating (= 3.79) is still implying that service quality, as a whole, is key in influencing behavior of a customer to choose a particular Christian affiliated guesthouse. The highest homogeneity of responses was observed in *Tangibility* (CSD = .152 or equivalently 15.2%), while the least homogeneity was observed in *Assurance* (CSD = .205 or equivalently 20.5%).

4.5.3 Responses on Institutional Environment

Institutional Environment, as a variable, was perceived to play a role in influencing behavior of customer in choosing a Christian affiliated guesthouse. For this reason, it was measured in terms of the general physical environment that exists within the institution. This included accessibility by different means of transport, availability of parking, guesthouse ambience, waste disposal and pollution management and the general surrounding condition. The expected responses were, therefore, to inform on how important these indicators of institutional environment are in influencing customer's choice behavior. Using the pre-stated Likert Scale, the responses were as shown in Table 4.10.

Table 4.10

Responses on Institutional Environment

Indicators	Min	Max	Mean	SD
Accessibility by all transport means	2	5	3.47	.781
Parking availability	2	5	3.96	.641
Guesthouse ambience	2	5	4.10	.766
Surrounding condition	2	5	4.09	.843
Commitment in minimizing pollution	2	5	4.00	.818
Waste disposal	2	5	3.86	.813
Outdoor maintenance	3	5	4.01	.815
Average			3.93	.782

Source: Survey Data (2024)

From Table 4.10, it can be observed that institutional environment indicators with the highest mean rating was general ambience (Mean = 4.10, SD = 0.766), while the least mean rating was on accessibility by different means of transport (Mean = 3.47, SD = 0.781). These average ratings imply that the general guesthouse ambience is perceived to be very important to a customer who intends to decide on a Christian affiliated guesthouse to choose compared to other indicators. Despite these two extremes, the mean ratings for all

the indicators do not portray significant deviations. In terms of uniformity of the responses, respondents were highly uniform regarding how important parking availability is when it comes to choosing a guesthouse.

This was shown by having the least coefficient of variation 16.2% compared to coefficient of variations of other indicators. On the other hand, there were opinions regarding the importance of accessibility by all transport means in influencing customer's guesthouse choice behavior. This is shown by a high coefficient of variation of 22.5%. This is a further confirmation that accessibility by all means of transport is never that important compared to other aspects institutional environment. Other guesthouse ambience and the two indicators with extreme CSDs, the remaining indicators of institutional environment had almost equivalent coefficient of variations. This equivalence is an indication of equality in the weight of these indicators when it comes to the influence of institutional environment on customer's guesthouse choice behavior.

4.5.4 Responses on Safety and Security

In safety and security, as a variable, attention was on the security and safety features that a guesthouse has put in place. This extended to staffing of security personnel as well duress alert systems and emergency procedure. Registration process, as an aspect of security protocol was considered as a key aspect of safety and security features. On the responses regarding how important the aspects are in influencing customer's guesthouse choice behavior, the following summary in Table 4.11 was obtained.

Table 4.11

Responses on Safety and Security

Indicators	Min	Max	Mean	SD
Access security	2	5	3.51	.696
Security of guest items	2	5	3.94	.722
Vehicle security	2	5	4.15	.822
Entrance restrictions	1	5	3.76	.834
Security staffing	2	5	3.85	.866
Key surveillance and high security locks	1	5	3.88	.810
Duress alert systems	2	5	4.02	.797
Emergency procedure	2	5	3.98	.753
Registration process	2	5	4.01	.776
Average			3.90	.786

Source: Survey Data (2024)

In Table 4.11, a high mean score is an indication that respondents generally noted that the corresponding indicator is important in influencing behavior of customer in choosing a Christian affiliated guesthouse. From Table 4.11, it can be observed that vehicle security is very important in influencing behavior of customer in choosing a Christian affiliated guesthouse. This observation was due to high mean rating of 4.15 with a corresponding standard deviation of 0.822. On the other hand, access security exhibited a low mean rating (mean = 3.51) and a standard deviation of 0.198. The overall mean rating (= 3.90) indicates that, in general, all the safety and security indicators are important in influencing behavior of customer in choosing a Christian affiliated guesthouse. Again, the low standard deviations signal absence of varied opinions regarding importance of the listed indicators of safety and security.

This similarity extends to the corresponding coefficients of standard deviations (or equivalently coefficients of variation). As can be noted in Table 4.11, the coefficients of variations range between 18.3% to 22.5%. As previously noted, a low coefficient of

variation is an indication similarity or uniformity in the responses. This was observed in the responses on security of guest's items (CSD = 0.183, or equivalently, 18.3%). Slight variation in the perception of respondents, compared to responses in other indicators of safety and security, was observed in security staffing. This does not, however, imply that this indicator is not a vital component of safety and security as a predictor variable.

4.5.5 Responses on Guesthouse Choice Behavior

Behavior of customer in choosing a Christian affiliated guesthouse was measured using some key attributes of Christian affiliated guesthouse and vital they are in attracting a guest. Consequently, extents of influence of these attributes were measured in percentage. This was done to the dependent variable so that it can be measured in a continuous scale, which is a condition for regression analysis. In particular, two main dimensions were considered for this variable, which were cost and price dimension and attribute satisfaction. In each dimension, the sub-indicators were as shown in Part V in Appendix III. The extent of influence was measured on a continuous scale of "1 = 0-5%", "2 = 5%-10%", "3 = 10%-15%", "4 = 15%-20% and "5 = Above 20%" was used. The scale showed the extent to which the specified sub-indicators have influenced the decision of guests to choose that particular guesthouse. Mean ratings and the corresponding standard deviations were also obtained and summary of the responses were as shown in Table 4.12.

Table 4.12***Responses on Guesthouse Choice Behavior***

Indicators	Min	Max	Mean	SD
Cost and Price Dimension				
Accommodation costs	1	4	1.62	.766
Value for money	1	5	2.19	.622
Mode of payment	1	4	2.40	.681
Availability of various accommodation packages	1	4	2.23	.587
Universality of currency used	1	4	2.32	.868
Average			2.15	0.705
Attributes Satisfaction				
General guesthouse ambience	1	4	2.32	.868
Variety of adjacent attractions	1	5	2.19	.622
Personal safety and security	1	4	1.78	.643
General cleanliness and hygiene	1	4	2.23	.587
Accessibility	1	4	1.62	.766
General service quality	1	4	2.40	.681
Average			2.09	0.695
Overall Average			2.12	.700

Source: Survey Data (2024)

As shown in Table 4.12, extent of influence of various sub-indicators under cost and price dimension it was measured in terms accommodation cost, mode of payment, universality of currency used, value for money and various accommodation packages. In all these aspects, extent of influence was more than 10% except for accommodation costs. This is true since none of the aspects had a mean rating of less than “2” except for accommodation costs which had a mean rating of 1.62. In overall, the extent to which cost and price influences customers guesthouse choice behavior is at least 10%, as shown by overall mean being 2.15.

In coefficient of standard deviation, it can be observed that value for money, mode of payment and availability of various accommodation packages had almost similar levels of uniformity in responses. Coincidentally, even the mean ratings are not wide apart from one

another. This means that in terms of the weights of the influences, respondents felt that the three sub-indicators have the same weights in influencing customer's guesthouse choice behavior. Nevertheless, high variation in the responses was noted in accommodation cost as a sub-indicator (CSD = 1.473) and universality of currency used (CSD = 0.374).

Generally, it can also be seen in attribute satisfaction that general service quality, general guesthouse ambience and general cleanliness and hygiene are very key in influencing customer's guesthouse choice behavior. This is due to the generally high mean scores that these variables exhibit. A measure of uniformity of the responses, however, reveal that high uniformity was noted in general cleanliness and hygiene (CSD = 0.263), general service quality (CSD = 0.284) and variety of adjacent attraction (CSD = 0.284). Nevertheless, from the average ratings for the two dimensions, similar trend can be observed. In sum, using the overall average, it can be observed that all the indicators in Table 4.12 influence customer's guesthouse choice behavior by at least 10% as shown by mean rating of 2.12.

4.6 Linear Regression: Pearson Correlation Analysis

To investigate the influence of each independent variables on the dependent variable Pearson Correlation was obtained. As shown in the conceptual framework (Figure 2.1) and hypothesized in the research hypotheses (Section 1.6), customer's guesthouse choice behavior, as a variable, was considered as the dependent variable while price tariffs, service quality, institutional environment and safety and security were the independent variables.

The study had four research hypotheses which indicated that

H01: There is no significant relationship between price tariffs of a CAG and customer's choice behavior in Nairobi County

H02: The service quality of a CAG has no significant influence customer choice behaviour in Nairobi County

H03: The institutional environment of a CAG has no significant influence customer choice behaviour in Nairobi County.

H04: The safety and security of a CAG has no significant influence customer choice behaviour in Nairobi County.

The study tested the hypothesis using Pearson Correlation analysis as revealed in Table 4.13.

Table 4.13

Pearson Correlation Analysis to Test Hypothesis

		Customer Choice Behavior	Price Tariffs	Service Quality	Institutional Environment	Safety and Security
Customer Choice Behavior	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	206				
Price Tariffs	Pearson Correlation	.285	1			
	Sig. (2-tailed)	.000				
	N	206	206			
Service Quality	Pearson Correlation	.885	.038	1		
	Sig. (2-tailed)	.007	.500			
	N	206	206	206		
Institutional Environment	Pearson Correlation	.606	.057	.057	1	
	Sig. (2-tailed)	.018	.311	.311		
	N	206	206	206	206	
Safety and Security	Pearson Correlation	.790	.063	.007	.026	1
	Sig. (2-tailed)	.019	.261	.896	.645	
	N	206	206	206	206	206

Source: Survey Data (2024)

According to Table 4.13, the Pearson correlation coefficient for price tariffs was $r=0.285^{**}$ at with a p value of $0.000 < 0.05$ and 95% confidence level. Therefore, since the R-value was less than 1 and p-value less than 0.05, the study was significant and we reject the null hypothesis hence noted that price tariffs had a weak but positive influence on customer choice behavior. The results indicated that a price tariff was a critical factor towards customer choice behaviour. This was because, it enabled a customer have liberty to assess the various services were offered at a specific price, options available for payment, and accepted currencies. This information was vital towards enabling a behavior of accepting to be hosted by a specific CAG or not. Comparatively, Chen et al. (2015) emphasized on the need for diverse payment options towards decision making behaviors since it had a positive influence on them. This was because, the method used to make payment was relevant in assuring security of personal finances with a trail of evidence on any payments made. Additionally, Cantalops and Salvi (2014) emphasized on the need to have a price tariff in place to make it easier for the new consumers to portray positive behaviours in accessing the various hotel services.

The Pearson correlation coefficient for service quality was $r=0.885^{**}$ at with a p value of $0.007 < 0.05$ and 95% confidence level. Therefore, since the R-value was less than 1 and p-value less than 0.05, the study was significant and we reject the null hypothesis hence noted that service quality had a very strong and positive influence on customer choice behavior. Thus, based on the inferences on the test, there was strong evidence that service quality is very key in influencing behavior of customers in choosing a Christian affiliated guesthouse. Therefore, the quality of service offered at CGAs enabled the guests gauge on critical factors such as reliability, responsiveness, accuracy and empathy. This is because,

a guest can only be sure to get the sought-after satisfaction, if the services provided are as promised or expected. Comparatively, Cohen et al., (2014) also found a positive influence of service quality with consumer behaviour and noted that local and international tourists were able to plan for various tourism activities, if they were sure of what to expect on quality of services and how much they would spend in key aspects such as accommodation. Therefore, the availability of quality assurance enabled them make decisions on whether they were willing to spend as much on a specific guest house during their visit to various tourism sites.

The Pearson correlation coefficient for institutional environment was $r = 0.606^{**}$ at with a p value of $0.018 < 0.05$ and 95% confidence level. Therefore, since the R-value was less than 1 and p-value less than 0.05, the study was significant and we reject the null hypothesis hence noted that institutional environment had an average and positive influence on customer choice behavior. This observation and inference, therefore implies that one way of attracting more customers in a guesthouse is by taking a keen check on its physical environment. Comparatively, Adem (2019) found out that Ethiopian star rated hotels were able to acquire increased selection behavior by their guests since they had ensured vital factors like accessibility to the hotel and parking was available for the guests. Further on, positive influence of institutional environment like ambience and surrounding conditions were also discovered to lead to enhanced customer behaviour by Arghutashvili and Gogochuri (2019). Additionally, Bello and Bello (2021) also discovered that foundation elements like management methods used to dispose waste caused a positive significance to customer choice behaviour on accessing the hotel services.

The Pearson correlation coefficient for safety and security was $r = 0.790^{**}$ at with a p value of $0.019 < 0.05$ and 95% confidence level. Therefore, since the R-value was less than 1 and p-value less than 0.05, the study was significant and we reject the null hypothesis hence noted that safety and security had a strong and positive influence on customer choice behavior. Comparatively, Chia and Muiz (2021) revealed that one of the major challenges the hotel and accommodation business faced was assurance of safety and security of clients. The study noted that there was a positive relationship between safety and decision to utilise the services of Maldives hotels and accommodation. Further Kivuva et al. (2019) established that assurance of safety to both guests and staff through security measures implemented by the management, promoted the willingness of the staff and guests to continually use the guest houses services in a long-term perspective.

4.7 Diagnostic Tests

In regression analysis, diagnostic tests are conducted to evaluate whether the collected data fits regression analysis. For this reason, diagnostic tests that were conducted included normality test, linearity test, homoscedasticity test, test for autocorrelation and multicollinearity test.

4.7.1 Normality Test

Normality test was used to examine whether responses for each of the study variable exhibited normal distribution. This is a requirement in regression modeling since among the assumptions that govern regression modeling is normality assumption. In this study, Shapiro-Wilk (S-W) and Kolmogorov-Smirnov tests were used. The tests assess the deviation from normality and are thus, pegged on the null hypothesis that deviation from normal distribution is not significant. Rejecting this null hypothesis implies that the

deviation from normality is significant. This decision is an indication that the data does not exhibit normal distribution, which is evidence of skewed data. approximately normal. Therefore, for the condition of normality to be satisfied, the corresponding null hypothesis of no significant deviation from normal distribution for each study variable should not be rejected. Table 4.14 shows that the results for normality test.

Table 4.14

Normality Test

	Kolmogorov -Smirnov			Shapiro-Wilk		
	Statistic	Df.	Sig.	Statistic	Df.	Sig.
Price Tariffs (X ₁)	.915	207	.055	.915	207	.560
Service Quality (X ₂)	.786	207	.501	.956	207	.605
Institutional Environment (X ₃)	.811	207	.065	.941	207	.059
Safety and Security (X ₄)	.909	207	.105	.939	207	.225
Customer's Choice Behavior (Y)	.976	207	.155	.958	207	.205

Source: Primary Data (2024)

Results in Table 4.14 show that for all the study variables, the p-values were greater than 0.05. This observation implied that the null hypotheses of no significant deviation from normal distribution were not rejected. That is, p-values>0.05 implied that responses in all the study variables were approximately normal. This observation implied that all the study variables satisfied the condition of normality and were, therefore, fit for regression modeling.

4.7.2 Linearity

Testing for linearity involved examining whether there exists a linear relationship between the independent variables and the dependent variable. Despite having a hypothesized multiple linear relationship between the study variables, four possible simple linear regression models were considered; between each of the independent variables and the

dependent variable. For the obtained simple linear relationships, linearity test involved testing the null hypothesis on significance of the deviation from linearity. Just like in normality test, satisfying linearity condition is shown by failing to reject the corresponding null hypothesis. That is, the condition of linearity is satisfied if the p-value for deviation from linearity is greater than the level of significance (that is, $p\text{-value} > 0.05$). Linearity test results were as summarized in Table 4.15.

Table 4.15

Linearity Test

ANOVA Table for Price Tariffs						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	48.863	11	4.442	5.511	.002
	Linearity	33.944	1	33.944	42.109	.000
	Deviation from Linearity	14.919	10	1.492	1.851	.061
Within Groups		157.188	195	0.806		
Total		206.051	206			
ANOVA Table for Service Quality						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	30.771	7	4.396	4.991	.004
	Linearity	20.702	1	20.702	23.504	.000
	Deviation from Linearity	10.069	6	1.678	1.905	.665
Within Groups		175.28	199	0.881		
Total		206.051	206			
ANOVA Table for Institutional Environment						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	34.723	10	3.472	3.972	.003
	Linearity	24.085	1	24.085	27.553	.000
	Deviation from Linearity	10.638	9	1.182	1.352	.991
Within Groups		171.328	196	0.874		
Total		206.051	206			
ANOVA Table for Safety and Security						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	37.698	13	2.900	3.324	37.698
	Linearity	20.261	1	20.261	23.227	20.261
	Deviation from Linearity	17.437	12	1.453	1.666	17.437
Within Groups		168.353	193	0.872		
Total		206.051	206			

Source: Survey Data (2024)

In the each of the simple linear relationships, results in Table 4.15 show that deviation from linearity is not significant. This inference is due to the fact that all the p-values in each case are greater than 0.05 (p-values > 0.05). This is an indication that the hypothesized linear relationship is indeed true.

4.7.3 Homoscedasticity

As one of the assumptions in regression modelling, homoscedasticity presumes that the dependent variable's variance is constant at all levels of the predictor variables. The Levene test statistics were used in homoscedasticity test. This test is often recommended due to its robustness in quick indication of non-linearity compared to other tests such as Bartlett's test which is dependent on meeting the normality assumptions and to an extent has been succeeded by the Levene test. At 5% level of significance, homoscedasticity is shown by a p-value greater than 0.05 while heteroscedasticity is shown by p – value less than 0.05. Results for Levene's test was as shown Table 4.16.

Table 4.16

Homoscedasticity Test Results

	Levene's Statistics	Sig.
Dynamic Capabilities	0.631	.596
Firm Innovation	0.127	.981
Strategic Human Capital (Employees)	0.322	.701
Strategic Human Capital (Management)	0.127	.973

Dependent List: Customer's Guesthouse Choice Behavior

Source: Survey Data (2024)

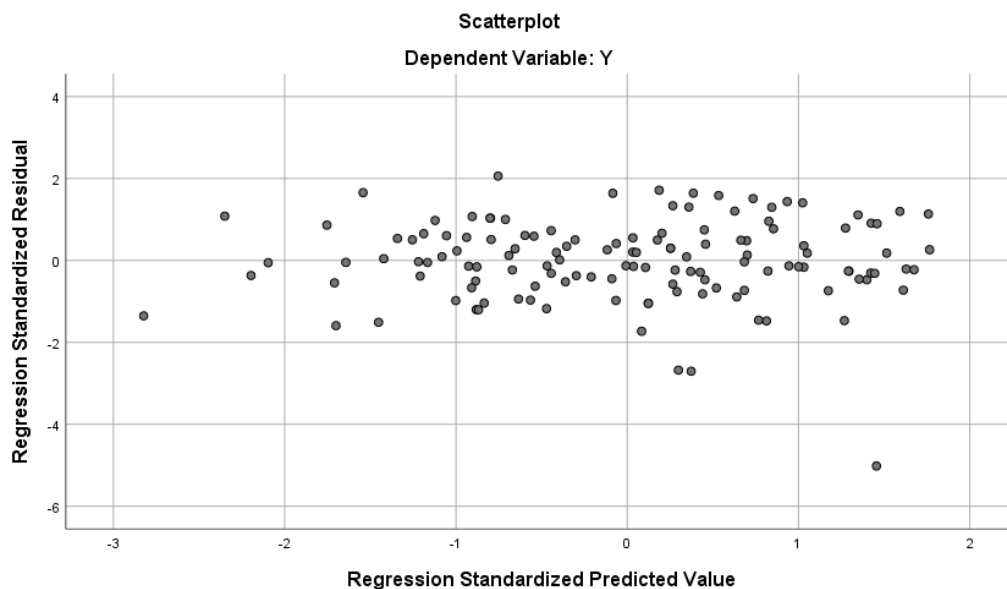
Levene's statistics are presented in Table 4.16 for all the predictor factors. It can be seen that all P-values exceed 0.05, an indication that homoscedasticity assumption was satisfied. This implies that variance of the dependent variable at each level of the independent variables is equal, hence satisfying the homoscedasticity requirement. This is, therefore, a good signal for performing regression analysis.

4.7.4 Homoscedasticity Scatterplots

Further, homoscedasticity test was performed by plotting residuals on predicted values. Visual inspection of the obtained scatterplot was used to determine uniformity of variance of residuals. Aljandali (2016) advises that absence of any definite pattern in the scatterplot is an indication of homoscedasticity. In this case, the obtained scatterplots were as shown in Figure 4.1

Figure 4.4

Scatterplot



It can be observed from Figure 4.1 that points in the scatterplots do not exhibit any clear pattern. Pattern in the plots can be exhibited by a cone-shaped cluster of points or concentration of data points on a given region in the scatterplot. Such a pattern is missing in the Figure 4.1. Therefore, based on argument by Aljandali (2016), the condition of homoscedasticity was satisfied.

4.7.5 Autocorrelation Test

Autocorrelation, in regression modeling, occurs when there is correlation between values of the measured variable at different times (Gujarati & Porter, 2009). Autocorrelation is, therefore, a measure of how the observations is influenced by time difference. Autocorrelation test, therefore, examines the similarity between observations as a function of the time differences between them. Autocorrelation causes variable misspecification, data manipulation and spatial ordering (Chen, 2016). Autocorrelation was examined using Durbin-Watson statistic (Gujarati & Porter, 2009). Absence of autocorrelation is indicated by Durbin-Watson statistic value ranging from 1.5 to 2.5. Results for autocorrelation test were as shown in Table 4.17.

Table 4.17

Autocorrelation Test Results

R	R Square	Std. Error of the Estimate	Durbin-Watson
.732	.536	2.99339	2.039

It can be seen in Table 4.17 that the data showed absence of autocorrelation since the Durbin-Watson statistic (2.039) was within the acceptable range as advised by Gujarati and Porter (2009). Consequently, further evidence that the data is fit for regression modeling.

4.7.6 Multicollinearity Test

Multicollinearity involved determining if there exists a correlation between the independent variables. Multicollinearity which renders standard errors of regression coefficients as statistically insignificant. Existence of multicollinearity was checked using

Tolerance values and Variance inflation factors (VIF). A small tolerance value indicates that the variable under consideration has an almost perfect linear relationship with independent variables already in the equation and that it should not be added to the regression equation (Field, 2009). A tolerance value of less than 0.1 indicates existence of multicollinearity. From SPSS output, if no two independent variables are correlated, then all the VIFs will be 1. If VIF for one of the variables is around or greater than 5, there is collinearity associated with that variable and therefore, the variable must be removed from the regression model (Field, 2009). Table 4.18 shows the results of this test.

Table 4.18

Multicollinearity Analysis

Variables	Collinearity Statistics		Comment
	Tolerance	VIF	
Price Tariffs (X ₁)	.473	2.112	No multicollinearity
Service Quality (X ₂)	.517	1.936	No multicollinearity
Institutional Environment (X ₃)	.442	2.260	No multicollinearity
Safety and Security (X ₄)	.531	1.885	No multicollinearity
Average	.489	2.054	No multicollinearity

Dependent Variable: Customer's Choice Behavior

Source: Survey Data (2024)

Table 4.18 indicates that all the VIFs of the variables were less than 10 and corresponding Tolerance values greater than 0.1. As mentioned above, a VIF of at least 10 or Tolerance value of at most 0.1 suggests presence of multicollinearity. Based on this interpretation, it can be inferred that the results in Table 4.17 imply absence of multicollinearity. Consequently, all predictor variables were maintained in the regression model.

4.8 Multiple Regression

The study had the purpose of the study which was to establish the influence of Christian-affiliated guesthouse attributes on customer choice behaviour in Nairobi County, Kenya.

A multiple regression was done whereby three outputs, which are model summary, Analysis of Variance (ANOVA) and regression coefficients were analysed. Model summary part gives the explained variation of the model (Miles & Shevlin, 2001). Frost (2020a) explains that explained variation, also known as the coefficient of determination, gives the extent to which variations in the dependent variable is accounted for by variations in the predictor variable(s). Coefficient of variation is indicated by the value of R^2 , which is then expressed in percentage. Significance of this explained variation is given by the corresponding p-value of R^2 .

Closely related to R^2 is the adjusted R^2 . Adjusted R^2 considers the number of predictors in a regression model and penalizes any excess and non-significant variable. Therefore, when it comes to measurement of goodness of fit, especially in multiple regression modelling, adjusted R^2 provides a good test statistic. That is, it is useful in evaluating whether addition of predictor variable(s) improves model reliability. Regression coefficients section gives the estimated regression coefficients and the corresponding standard errors, t-statistics and p-values. Estimated regression coefficients in this section are used in determining the nature of the relationship between the independent variable and the dependent variable. P-values for each predictor variable indicates the level of significance of the predictor variable. The p-values are, thus, used to test the hypothesis about significance of the influence of the independent variable(s) on the dependent variable.

The ANOVA section provides the overall model fitness. Frost (2020c) explains that ANOVA section is used to checks for model fittingness to the data using the values of F-ratio and the corresponding p-value. A significant model fit is shown by p-value less than 0.05. In other words, a correctly fit regression model is an indication that the obtained

regression model correctly fit the collected data. A correctly fit regression model with significant regression models is evidence that the dependent variable can be expressed as a linear function of the independent variable(s) (Frost, 2020c). For hypothesis testing and regression analysis of the regressed model, the three outputs were produced and summarized as shown in Table 4.19.

Table 4.19***Results of Multiple Regression Analysis***

Model Summary					
R	R ²	Adjusted R ²	Std. Error	F Change	Sig.
.862	.743	.737	2.99339	28.483	.000
Regression Coefficients					
	Beta	Std. Error	t-statistics	Sig.	
(Constant)	0.051	0.057	2.895	.002	
Price Tariffs (X ₁)	1.317	0.630	2.090	.005	
Service Quality (X ₂)	5.860	1.003	5.842	.000	
Institutional Environment (X ₃)	2.844	0.822	3.460	.001	
Safety and Security (X ₄)	1.481	0.701	2.113	.002	
ANOVA					
	Sum of squares	Df	Mean Squares	F-statistic	Sig.
Regression	74.307	4	18.577	28.483	.000
Residual	131.744	202	0.652		
Total	206.051	206			

Dependent Variable: Customer Choice Behavior

Predictors: (Constant), Price Tariffs, Service Quality, Institutional Environment, Safety & Security

Source: Survey Data (2024)

The findings in Table 4.19 reveals an R² value of 0.743 and a corresponding F-statistic of 28.483. R² value of 0.743 implied that the independent variables accounted for up to 74.3% of the total variation in the behavior of customers in choosing Christian affiliated guesthouse. The standard error for R² was found to be 2.99339. This explained variation was found to be significant since the corresponding p value was less than 0.05. The regression coefficients' section shows that all the independent variables have a positive influence on the behavior of customers in choosing Christian affiliated guesthouse.

This is evidenced by the positive regression coefficients for all predictor variables. In order of magnitude of influence, *Service Quality* seemed to top the list ($\beta = 5.86$) followed by *Institutional Environment* ($\beta = 2.844$), *Safety and Security* ($\beta = 1.481$) and finally *Price Tariffs* ($\beta = 1.317$). In terms of their significances, these variables were all significant since all the p-values were less than 0.05. It is worth noting that, from the p-values, the order of significance is in tandem with the order of magnitude of influence. Results in the ANOVA section showed that the obtained regression model of customer's guesthouse choice behavior on the independent variables is a significant fit. This was shown by the obtained F-statistic of 28.483 with p-value = 0.000. Since p-value < 0.05, it implied that the model correctly fitted the data collected and described how *Service Quality*, *Institutional Environment*, *Safety and Security* and *Price Tariffs* influence customer's guesthouse choice behavior. Significance of model fit in regression analysis was also examined by comparing the F-ratio (28.483) and tabulated F value of 3.03.

Any regression model is a significant fit if the observed F-statistic is greater than the tabulated F-critical value. In this case, $28.483 > 3.03$, an indication of a significant fit. Since both p-value and F-ratio indicated a significant model fit, the multiple linear regression model can be represented as:

$$Y = 0.051 + 1.317 X_1 + 5.86 X_2 + 2.844 X_3 + 1.481 X_4 \dots\dots\dots(4,2)$$

Having shown that the model is a significant fit, next is to use the results in Table 4.18 to test the research hypotheses.

4.8 Analysis of Qualitative Data (Interview Data)

The study interviewed the managers and supervisors whereby they were asked four questions. They were issued with interview codes beginning from R01-R29. The first question required them to list the attributes in Christian affiliated guesthouses that influenced customers' choice behavior. The respondents named the services offered, attitude of workers, prices of rooms, serenity of the environment, and referral rates of the guest houses. Comparatively, Bekele (2020) noted that quality of services was major factor to be considered by clients. Additionally, Baruca and Civer (2012) noted that aspects such as room prices, referrals, and attitude of staff enabled a client make a decision whether they would utilize the guest house services. Further, Cantalops and Salvi (2014) linked room seeking behaviour to be closely associated with how modern the rooms were.

The second question required them to elaborate how each of the attributes named influence customers' choice behavior. The responses given were grouped into five themes which were services offered, attitude of workers, prices of rooms, serenity of the environment, and referral rates of the guest houses. On services offered, the respondents indicated that they preferred guest houses which offered a combination of bed and breakfast, while others preferred the ones that had internet, hot water and modernity of the rooms. A respondent R12 revealed that,

“On thing that guests check is whether the rooms have modern facilities such as state of the art beds and interior deco”

On attitude of the workers, the respondents noted that clients were keen in noting the tone that the guest house staff addressed them with and the general conduct when they sought

for the services. The expectation was that the staff needed to be courteous, friendly and in good mood when serving the guest. A respondent R20 revealed that,

“It is unorthodox for a staff to show moody attitude to the guest which scares them away.”

Another respondent R22 revealed that,

“The staff should try as much as possible to provide the services in a friendly attitude despite the provocation from the guests.”

On prices of the rooms, the respondents indicated that guests were attracted to various prices depending on the amenities provided. This meant that the pricing of the rooms was majorly linked to various amenities that a guest was to receive. If what was offered was lower than the market rate, the pricing was considered high. However, if the pricing was in accordance to the amenities that were worth the cost, guests had no issue with paying. A respondent R04 revealed that,

“Most guests were attracted to highly prices rooms which had additionally facilities such as soft drinks, twin beds, swimming pools and other key factors.”

On serenity of the environment, the respondents noted that they need a quiet place where they would have quality sleep and meditate during their morning prayers. This enabled them have clear mindset to begin the day and reduce stress. According to Bello and Bello (2021), clients sought guest room services in guest houses that were located in less noisy places but accessible to social amenities.

On the theme of referral rate, it was noted that most new guests sought services as a result of being referred by someone else. This was because, guests believed in seeking a second

opinion to avoid disappointments when seeking for the services. A respondent R19 revealed that,

“I have noted that whenever we receive a guest, they already have in mind what to expect and most of them admit that they were referred by their friends, relatives, colleagues etc.”

The third question required the respondents to describe the challenges they faced while managing customers' choice behavior(s) in their guest houses. The challenges named included arrogant guests who use vulgar language while in the premise; guests who abuse drugs and substances which makes other Christian guests uncomfortable; There were guests who failed to follow and obey the rules of the hotel management; and guests who had other ideas of stealing rooms items such as iron boxes, slippers, bed sheets and towels among others. Comparatively, Chia and Muiz (2021) also established that major challenges of guest houses included theft of room items from guests, adamant guests who failed to follow laid down rules and regulations and abuse of drugs and substances. Further, Ng'oriarita (2020) also noted that missionary-based guest houses had a major challenge in ensuring that the guests promoted Christian values while in the premise of the guest houses. This was due to increased cases of violence and abuse of drugs and substances.

The fourth question required the respondents to describe the possible solution(s) to each of the challenge suggested. In regards to guests who used vulgar languages, the management through its staff were liable to verbally warn the culprits and any further attempt to use the vulgar language resulted to expulsion from the guest houses. In regards to abuse of drugs and substances, the main solution was enforcement of the guest house policy of fining the liable guests depending on the weight of the matter. The guests who failed to follow the rules were suggested to be fined, verbally warned or suspended for some time before

accessing the services of the guest house in future. Lastly, the guests who had stealing behavior were suggested to be fined or face legal processes when found guilty with the stolen item. To ensure that this did not happen, the respondents emphasized on the need for quick room assessment of the rooms before clearing the guests to leave the premise. A respondent R05 revealed that,

“Challenges such as breaking of room rules, drug abuse and other small mistakes require verbal warning or fines. However, major cases like theft may require legal procedures to be followed.”

Comparatively, Ramanathan (2010) noted that most UK hotels had liaised with various security agencies to ensure that the safety of the guests was guaranteed. This safety was promoted against violent behaviour among guests, exposure to abuse of drugs and protection against destruction or theft of hotel property by guests.

Table 4.20***Summary of Hypotheses***

Hypotheses	Results	Interpretation
H ₀₁ : There is no significant relationship between price tariffs of a CAG and customer's choice behaviour in Nairobi County	The Pearson correlation coefficient for price tariffs was $r = 0.285^{**}$ at with a p value of $0.000 < 0.05$ and 95% confidence level.	Therefore, since the R-value was less than 1 and p-value less than 0.05, the study was significant and we reject the null hypothesis hence noted that price tariffs had a weak but positive influence on customer choice behavior
H ₀₂ : Service quality of a CAG does not significantly influence customer's choice behaviour in Nairobi County	The Pearson correlation coefficient for service quality was $r = 0.885^{**}$ at with a p value of $0.007 < 0.05$ and 95% confidence level.	Therefore, since the R-value was less than 1 and p-value less than 0.05, the study was significant and we reject the null hypothesis hence noted that service quality had a very strong and positive influence on customer choice behavior.
H ₀₃ : Institutional environment of a CAG does not significantly affect customer's choice behaviour in Nairobi County	The Pearson correlation coefficient for institutional environment was $r = 0.606^{**}$ at with a p value of $0.018 < 0.05$ and 95% confidence level.	Therefore, since the R-value was less than 1 and p-value less than 0.05, the study was significant and we reject the null hypothesis hence noted that institutional environment had an average and positive influence on customer choice behavior.
H ₀₄ : There is no significant influence of safety and security of a CAG on customer's choice behaviour in Nairobi County	The Pearson correlation coefficient for safety and security was $r = 0.790^{**}$ at with a p value of $0.019 < 0.05$ and 95% confidence level.	Therefore, since the R-value was less than 1 and p-value less than 0.05, the study was significant and we reject the null hypothesis hence noted that safety and security had a strong and positive influence on customer choice behavior.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The purpose of this study was to establish the influence of Christian-affiliated guesthouse attributes on customer choice behavior in Nairobi County, Kenya. The specific objectives were to assess the relationship between the price tariffs, service quality, institutional environment, safety and security of a Christian-affiliated guesthouse on customer choice behavior in Nairobi County. A descriptive survey research design was used on a target population of the study comprising of 13 Christian Affiliated Guest houses registered with the Christian Guest Houses Association of Kenya (CGHAK) in Nairobi County.

5.2 Summary of Results

The results provided in section 5.2.1 to 5.2.5 are based on price tariffs, service quality, institutional environment, safety and customer choice behavior. Cumulatively, the response rate was 86.3% (246 of 285) whereby 13(100%) managers, 26(100%) supervisors and 207(82.1%) guests took part in the study.

5.2.1 Price Tariffs and Customer Choice Behavior

The highest mean score was observed on the dimension of mode of payment which had an average score of 4.22. This observation implied that one of the reasons that could be attracting guests to remain loyal to particular guesthouse is mode of payment of bills the guesthouse has adopted. The least mean rating was observed on fair price tariffs, with an average score of 4.22. This is an indication that fairness in the price tariffs, as a dimension of Price Tariff is not such an important factor when it comes to choosing of a guesthouse.

Again, this rolls back to service provisions. That is, an individual would be more willing to pay more as long as the service will meet his/her expectations. Nonetheless, the fact that the fairness of price tariffs was not such an important factor, the overall mean response of 3.9.

The Pearson correlation coefficient for price tariffs was $r = 0.285^{**}$ at with a p value of $0.000 < 0.05$ and 95% confidence level.

5.2.2 Service Quality and Customer Choice Behavior

The findings indicated that the guests are always after is the readiness and/or promptness of their needs being tended to. This was still a confirmation that apart from the actual rates being charged, there were more important factors that the guesthouses focused on. The overall mean rating (= 3.79) implied that service quality, as a whole, was key in influencing behavior of a customer to choose a particular Christian affiliated guesthouse. The highest homogeneity of responses was observed in Tangibility (CSD = .152 or equivalently 15.2%), while the least homogeneity was observed in Assurance (CSD = .205 or equivalently 20.5%).

The Pearson correlation coefficient for service quality was $r = 0.885^{**}$ at with a p value of $0.007 < 0.05$ and 95% confidence level.

5.2.3 Institutional Environment and Customer Choice Behavior

The general guesthouse ambience was perceived to be very important to a customer who intended to decide on a Christian affiliated guesthouse to choose compared to other indicators. Despite these two extremes, the mean ratings for all the indicators did not portray significant deviations. In terms of uniformity of the responses, respondents were

highly uniform regarding how important parking availability was when it came to choosing a guesthouse.

The Pearson correlation coefficient for institutional environment was $r = 0.606^{**}$ at with a p value of $0.018 < 0.05$ and 95% confidence level.

5.2.4 Safety and Security and Customer Choice Behavior

It was observed that vehicle security was very important in influencing behaviour of customer in choosing a Christian affiliated guesthouse. This observation was due to high mean rating of 4.15 with a corresponding standard deviation of 0.822. On the other hand, access security exhibited a low mean rating (mean = 3.51) and a standard deviation of 0.198. The overall mean rating (= 3.90) indicated that, in general, all the safety and security indicators were important in influencing behaviour of customer in choosing a Christian affiliated guesthouse. Again, the low standard deviations signalled the absence of varied opinions regarding importance of the listed indicators of safety and security.

The Pearson correlation coefficient for safety and security was $r = 0.790^{**}$ at with a p value of $0.019 < 0.05$ and 95% confidence level.

5.2.5 Customer Choice Behavior

It was found out that in attribute satisfaction, general service quality, general guesthouse ambience and general cleanliness and hygiene were very key in influencing customer's guesthouse choice behaviour. This was due to the generally high mean scores that these variables exhibited. A measure of uniformity of the responses, however, revealed that high uniformity was noted in general cleanliness and hygiene (CSD = 0.263), general service quality (CSD = 0.284) and variety of adjacent attraction (CSD = 0.284).

The major interview results noted that the challenges faced by the management included arrogant guests who use vulgar language while in the premise; guests who abuse drugs and substances which makes other Christian guests uncomfortable; There were guests who failed to follow and obey the rules of the hotel management; and guests who had other ideas of stealing rooms items such as iron boxes, slippers, bed sheets and towels among others.

5.3 Conclusions of the Study

5.3.1 Price Tariffs

The conclusion made on price tariffs was that it had a positive influence on customer choice behavior. This was based on the fact that versatility of modes of paying bills ensured that there was efficiency and convenience in payments. The clients were also keen on benefiting from economic packages that promoted discount and offers. However, fairness in price tariffs did not seem to attract the attention of the guests since what mattered to them was getting value for money.

5.3.2 Service Quality

The conclusion made on service quality was that it had a positive influence on customer choice behavior. This was noted through key aspects like how quick the staff were to offer services at the request of the guests mattered a lot. Additionally, the willingness to listen attentively to guests wishes and offer reliable solutions, assured the guests that they were settled. However, the quality of services was not much affected by the tangibility of services since what mattered most to the clients is the ability of the guest houses to offer quick solutions to their needs as at the time they are hosted by the guest houses.

5.3.3 Institutional Environment

The conclusion made on institutional environment was that it had a positive influence on customer choice behavior. This was emphasized by the fact that guests were so much concerned not only on the atmosphere of the guest houses but also the surrounding conditions. This was closely associated with critical aspects like availability of parking, outdoor facilities, pollution management and waste disposal techniques. However, the respondents were not so much concerned by whether the guest houses were accessed through all means of transport. This was mainly because of developed and reliable road infrastructure in the region.

5.3.4 Safety and Security

The conclusion made on safety and security was that it had a positive influence on customer choice behavior. This was due to the fact that guests were more attracted towards their vehicle security, their items, surveillance and the emergence alert system in case of insecurity issue. Notably, the access security and entrance restrictions did not seem to bother the guest so much as compared to the latter factors.

5.4 Recommendations of the Study

5.4.1 Price Tariffs

The recommendations made on price tariffs are that more attention should be paid by the management on payment modes such as mobile money since it promotes security and convenience to the guests. Further, the management of the guest houses should also ensure that they align their price tariffs with the market rates to benefit most from new businesses and referrals. Notably, to success in this venture, the management should implement policy

frameworks that offer discounts to repeat guests and also offers during special calendar days.

5.4.2 Service Quality

The recommendations made on service quality are that the service providers should ensure that they have a working conduct that promotes reliability, attention to detail and promptness towards the wishes of the guests. This would enhance quality of the services they provide to the guests. Additionally, the management should develop policy structure that enables the guests to provide their comments on the quality of the services offered. This would enable the management get feedback on the quality of services offered by its staff to prompt actions such as training on areas of weakness.

5.4.3 Institutional Environment

The recommendations made on institutional environment are that guest house management should ensure that there is a well-coordinated system that seeks to address environmental concerns. This is whereby, the management should assign different roles to the staff on parking, disposal of wastes, outdoor attendants to clients and also establish policies on the management of pollution such as having air filters and conditioners.

5.4.4 Safety and Security

The recommendations made on safety and security are that, the management should ensure that there are staff manning various critical points at the guest houses to assure guests of the safety. There should be a policy framework present to empowers the guest house staff handle any insecurity issue such as violence, theft and general misconduct of the guests.

5.5 Suggestion for Future Studies

The study concentrated on Christian guest houses in Nairobi hence future studies should consider other counties in Kenya. Further, the study included the managers and supervisors but did not include operations staff to express the various challenges they experience related to customer behaviors. Therefore, future studies should consider including these types of respondents.

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APPENDICIES

Appendix I: Consent Letter

CONSENT FORM TEMPLATE

Title: CHRISTIAN AFFILIATED GUESTHOUSE ATTRIBUTES AND CUSTOMER'S CHOICE BEHAVIOUR IN NAIROBI COUNTY, KENYA

Sponsor: SELF SPONSORED

Principal Investigator: NYAGA DOROTHY KATHAMBI

Address: KENYA METHODIST UNIVERSITY, P.O BOX 267-60200, MERU

1. Introduction

This Consent Form contains information about the research named above. In order to be sure that you are informed about being in this research, we are asking you to read (or have read to you) this Consent Form. You will also be asked to sign it (or make your mark in front of a witness). We will give you a copy of this form. This consent form might contain some words that are unfamiliar to you. Please ask us to explain anything you may not understand.

2. Reason for the Research

You are being asked to take part in research to assess the relationship between price tariffs of a CAG and customer's choice behaviour in Nairobi County; to examine the influence of service quality of a CAG on customer's choice behaviour in Nairobi County; to investigate how institutional environment of a CAG affect customer's choice behaviour in Nairobi County; to determine the influence of safety and security of a CAG on customer's choice behavior in Nairobi County; and to determine the customer's choice behavior in church affiliated guesthouses in Nairobi County.

3. General Information about Research

Please note that the process of answering questionnaire is not compulsory hence you have an option of not taking part.

4. Your Part in the Research

If you agree to be in the research, you will require to fill in the questionnaires. Your part in the research will last 5-10 minutes.

5. Possible Risks

There are no physical, social and psychological risks involved in the study

6. Possible Benefits

If you chose to take part, also note that it will not attract any monetary or non-monetary benefits to you

7. If You Decide Not to Be in the Research

You are free to decide if you want to be in this research. Your decision will not affect the intrinsic rewards accorded to you by the county government.

8. Confidentiality

We will protect information about you and your taking part in this research to the best of our ability. You will not be named in any reports

9. Compensation

You will not be paid, since you do not have to take part in this research.

10. Staying in the Research

When applicable: If you decide to take part in this research, please note that it is voluntary

11. Alternatives to Participation

You do not have to participate in the research in order to influence customer's choice behavior.

12. Leaving the Research

You may leave the research at any time. If you choose to take part, you can change your mind at any time and withdraw.

13. If You Have a Problem or Have Other Questions

Please call NYAGA DOROTHY KATHAMBI through 0702055012 for any questions related to the study.

14. Your rights as a Participant

This research has been reviewed and approved by the KeMU SERC which is a committee that reviews research studies in order to help protect participants. If you have any questions about your rights as a research participant you may contact:

Name: Dr. Peter Muchai, PhD
Email address: dr.peter.muchai@kemu.ac.ke

Name: Dr. Mary Kinoti, PhD
Email address: dr.mary.kinoti@kemu.ac.ke

VOLUNTEER AGREEMENT

The above document describing the benefits, risks and procedures for the research titled Effect of intrinsic rewards on employee performance of Isiolo county government, Kenya, has been read and explained to me. I have been given an opportunity to have any questions about the research answered to my satisfaction. I agree to participate as a volunteer.

Date

Signature or mark of volunteer

If volunteers cannot read the form themselves, a witness must sign here:

I was present while the benefits, risks and procedures were read to the volunteer. All questions were answered and the volunteer has agreed to take part in the research.


Date

Signature of Witness

I certify that the nature and purpose, the potential benefits, and possible risks associated with participating in this research have been explained to the above individual.

17th August 2024

Date



Signature of Person Who Obtained Consent

Appendix II: Interview Guide for Managers/Supervisors

GUESTHOUSE CODE _____

INTRODUCTION

Dear Respondent,

My name is Dorothy Nyaga. The purpose of this questionnaire is to collect data for academic purposes. This questionnaire is designed to obtain information from Christian affiliated guesthouses in Nairobi County. The study seeks to establish the influence of Christian guesthouse attributes to customer's choice behaviour. You are requested to respond to statements in the questionnaire according to the guidelines provided in each section. All information will be treated with strict confidentiality.

Thank You

SECTION A: GENERAL INFORMATION

Kindly use a tick [√] for your answer in the space provided

1. Indicate your gender

Male [] Female []

2. Age in years 21 – 30 [] 31 – 40 []

41 – 50 [] Above 50 []

3. Highest level of education

Certificate [] Diploma [] Undergraduate [] Postgraduate []

Any other, specify, _____

4. Years of work experience in this industry

Below 6 years [] 6-10 years [] 11-15 years [] Above 15 years []

5. Duration of operation of the Christian Guesthouse

Below 6 years [] 6-10 years [] 11-15 years [] Above 15 years []

6. Number of years worked in the current Christian Guesthouse

Below 6 years [] 6-10 years [] 11-15 years [] Above 15 years []

SECTION B

1) **What attributes in Christian affiliated guesthouses influence customers' choice behavior in your guesthouse? Kindly list them in the space provided in the order of highest to lowest**

2) **In what ways does the attributes you have provided in your answer above influence customers' choice behavior?**

3) **What challenges do you face while managing customers' choice behavior(s) in your guesthouse? Kindly list them in the space provided.**

4) **Kindly suggest possible solution(s) to each of the challenge suggested above in the space provided?**

**End of interview
Thanks for your response**

Appendix III: Questionnaire For CG Guests

GUESTHOUSE CODE _____

INTRODUCTION

Dear Respondent,

My name is Dorothy Nyaga. The purpose of this questionnaire is to collect data for academic purposes. This questionnaire is designed to obtain information from Christian affiliated guesthouses in Nairobi County. The study seeks to establish the influence of Christian guesthouse attributes to customer's choice behavior. You are requested to respond to statements in the questionnaire according to the guidelines provided in each section. All information will be treated with strict confidentiality.

Thank You

SECTION A: GENERAL INFORMATION

Kindly use a tick [] for your answer in the space provided

1. Indicate your gender:

Male [] Female []

2. State your nationality _____

3. Age in years: Below 21 [] 21 – 30 [] 31 – 40 []
41 – 50 [] 51 – 60 [] Above 60 []

4. Occupation _____

5. How is your visit to the guesthouse organized?

Personal [] By Family [] By Church [] By Agent []
Group/Organization [] By Tour Guide []

6. Have you been in this guesthouse before?

Yes [] No []

7. How frequent do you organize such visits to this guesthouse?

Not often [] Often [] Very Often [] Most Often []

8. Would you refer a friend to this guesthouse?

Yes [] No []

9. Using few words, kindly give reasons for your answer in Q8 above

SECTION B: RESPONSES ON THE STUDY VARIABLES

PART I: RESPONSES ON PRICE TARIFFS

Indicate the extent to which the following factors and/or indicators of price tariffs are important in influencing the behavior of a customer in choosing a Christian affiliated guesthouse in Nairobi County. Use the scale of *1= Not Important, 2=Less Important, 3 = Important, 4 = Very Important 5= Most Important*

Aspects and indicators of price tariffs		1	2	3	4	5
2.1	Fare price tariffs					
2.2	Economic package charges					
2.3	Mode of payment of bills					
2.4	Availability of discounts and offers					
2.5	Value for money					
2.6	Payment system efficiency					
2.7	Convenience payments					

PART II: RESPONSES ON SERVICE QUALITY

Indicate the extent to which the following factors and/or indicators of service quality are important in influencing the behaviour of a customer in choosing a Christian affiliated guesthouse in Nairobi County. Use the scale of *1= Not Important, 2=Less Important, 3 = Important, 4 = Very Important 5= Most Important*

Aspects and indicators of service quality		1	2	3	4	5
3.1	Tangibility: Focuses on how physical facilities, equipment, personnel, and communication materials appear					
3.2	Reliability: Ability to perform the promised service accurately and dependably.					
3.3	Responsiveness: Promptness of service provision and willingness to assist guests					
3.4	Assurance: Ability of employees in conveying trust and confidence and the general knowledge and courtesy.					

3.5	Empathy: Overall caring and individualized attention customers receive from the guesthouse					
-----	--	--	--	--	--	--

PART III: RESPONSES ON INSTITUTIONAL ENVIRONMENT

Indicate the extent to which the following factors and/or indicators of institutional environment

are important in influencing the behavior of a customer in choosing a Christian affiliated guesthouse in Nairobi County. Use the scale of *1= Not Important, 2=Less Important, 3 = Important, 4 = Very Important 5= Most Important*

Aspects and indicators of institutional environment		1	2	3	4	5
4.1	Accessibility by all means of transport					
4.2	Parking availability					
4.3	Guesthouse ambience					
4.4	Surrounding condition					
4.5	Commitment in minimizing pollution					
4.6	Waste disposal					
4.7	Outdoor maintenance					

PART IV: RESPONSES ON SAFETY AND SECURITY

Indicate the extent to which the following factors and/or indicators of safety and security are important in influencing the behavior of a customer in choosing a Christian affiliated guesthouse in Nairobi County. Use the scale of *1= Not Important, 2=Less Important, 3 = Important, 4 = Very Important 5= Most Important*

Aspects and indicators of safety and security		1	2	3	4	5
5.1	Access security					
5.2	Security of guest items					
5.3	Vehicle security					
5.4	Entrance restrictions					
5.5	Security staffing					
5.6	Key surveillance and high security locks					
5.7	Duress alert systems					

5.8	Emergency procedure					
5.9	Registration process					

PART V: RESPONSES ON GUESTHOUSE CHOICE BEHAVIOR

Please indicate the extent to which the following attributes of Christian affiliated guesthouses in Nairobi County influence customer’s guesthouse choice

Dimension		Extent of influence on guesthouse choice				
Cost and price dimension		0-5%	5-10%	10-15%	15-20%	Above 20%
6.1	Accommodation costs					
6.2	Value for money					
6.3	Mode of payment					
6.4	Availability of various accommodation packages					
6.5	Universality of currency used					
		Extent of effects of various attributes				
Attributes satisfaction		0-5%	5-10%	10-15%	15-20%	Above 20%
6.6	General ambience of the guesthouse					
6.7	Variety of adjacent attractions					
6.8	Personal safety and security					
6.9	General cleanliness and hygiene					
6.10	Accessibility by different means of transport					
6.11	General service quality					

Thanks for your time and response

Appendix V: Introduction Letter from the Postgraduate



KENYA METHODIST UNIVERSITY

P. O. Box 267 Meru - 60200, Kenya

Fax: 254-64-30162

Tel: 254-064-30301/31229/30367/31171

Email: deanrd@kemu.ac.ke

DIRECTORATE OF POSTGRADUATE STUDIES

Our Ref: KeMU/NACOSTI/MHT/01/2024

August 16, 2024

Commission Secretary
National Commission for Science, Technology and Innovations
P.O. Box 30623-00100
NAIROBI

Dear Sir/Madam,

RE: NYAGA DOROTHY KATHAMBI (REG. NO. MHT-3-3132-3/2021)

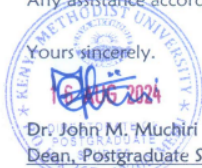
This is to confirm that the above named is a bona fide student of Kenya Methodist University, in the Department of Business Administration, undertaking a Master's Degree in Hospitality and Tourism Management. She is conducting research on: "Christian Affiliated Guesthouse Attributes and Customer's Choice Behavior in Nairobi County, Kenya".

We confirm that her research proposal has been defended and approved by the University.

In this regard, we are requesting your office to issue a research license to enable her collect data.

Any assistance accorded to her will be highly appreciated.

Yours sincerely,



Dr. John M. Muchiri (PhD)
Dean, Postgraduate Studies

Cc: Dean, KeBS
CoD, HTM
Postgraduate Coordinator - HTM
Supervisors

Appendix VI: Ethical Clearance from KeMU-SERC



KENYA METHODIST UNIVERSITY

P. O. BOX 267 MERU - 60200, KENYA
TEL: 254-064-30301/31229/30367/31171

FAX: 254-64-30162
EMAIL: INFO@KEMU.AC.KE

Our Ref: KeMU/ISERC/MHT/01/2024

August 16, 2024

NYAGA DOROTHY KATHAMBI
MHT-3-3132-3/2021

Dear Dorothy,

SUBJECT: CHRISTIAN AFFILIATED GUESTHOUSE ATTRIBUTES AND CUSTOMER'S CHOICE BEHAVIOR IN NAIROBI COUNTY, KENYA

This is to inform you that Kenya Methodist University Institutional Scientific Ethics and Review Committee has reviewed and approved your research proposal. Your application approval number is KeMU/ISERC/MHT/01/2024. The approval period is 16th August, 2024–16th August, 2025.

This approval is subject to compliance with the following requirements:-

- I. Only approved documents including (informed consents, study instruments, MTA) will be used.
- II. All changes including (amendments, deviations, and violations) are submitted for review and approval by Kenya Methodist University Institutional Scientific Ethics and Review Committee.
- III. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to KeMU ISERC within 72 hours of notification.
- IV. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to KeMU ISERC within 72 hours.
- V. Clearance for export of biological specimens must be obtained from relevant institutions.

VI. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.

VII. Submission of an executive summary report within 90 days upon completion of the study to KeMU ISERC.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://oris.nacosti.go.ke> and also obtain other clearances needed.

Yours sincerely,

MR. HERBERT KIBERE
CHAIR (ISERC)
P.O. Box 267 - 60200, MURURU