

The Influence of Interior Decoration on Customer's Perception of Hotels in Uyo, Akwa Ibom State Nigeria

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Abstract : This work evaluated the influence of interior of decoration on customer perception of hotels in Uyo Akwa Ibom State. Specifically the study identified the various interior decoration used in hotels in the study area, determined the interior decoration used in hotels that appeal to the customer more, ascertained the influence of interior decoration on the level of patronage in the hotel in the study area and suggested ways of improving the interior decoration of hotels in the study area for sustainability. The study was guided by four research questions and two hypotheses. It adopted survey research design; structured questionnaire was used for data collection. The samples for the study were four hundred (400) staff and managers from the various hotels in the study area. Data generated were analyzed using mean and standard deviation analyses of variance (ANOVA) derived from regression analyses to test the hypotheses. The result of the finding showed that satisfactory interior decoration has a positive influence on the sustainability of the hospitality establishments in Uyo. The hypothesis showed that there was a significant relationship between the gender perception on the influence of interior decoration in the hotel and significant relationship between the gender perceptions on the influence of interior decoration in the hotels. From the finding, it was recommended that the hotels should design interior decorative service delivery system which has an impact on customer satisfaction in the hospitality industry and practiced healthy decorative environment and increased customer satisfaction.

Keywords : influence, interior decoration, customer's perception, hotels

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