

**PERCEIVED EFFECTS OF SERVICE QUALITY ATTRIBUTES ON
VISITOR SATISFACTION IN KISUMU IMPALA SANCTUARY,
KISUMU COUNTY, KENYA.**

BY

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DECEMBER, 2020

DECLARATION

Declaration by the Candidate

This thesis is my original work and has not been presented for a degree in any other University. No part of this thesis may be reproduced without the prior written permission of the author and/or Moi University.

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DEDICATION

I dedicate this thesis to my parents for their financial support and encouragement throughout my academic pursuits.

ABSTRACT

Tourism destinations are operating in an increasingly experience-oriented economy with visitors seeking customized products and demanding superior service quality. Consequently, the tourism industry tends to be shaped by trends linked to increasing number of visitors. Kisumu Impala Sanctuary however has recorded a fluctuating number of domestic visitors and low number of foreign visitors. Despite the significance of service quality in the tourism industry, few studies have attempted to examine the effects of service quality attributes on visitor satisfaction in Wildlife Sanctuaries. Hence, this study used the case of Kisumu Impala Sanctuary to investigate the effect of perceived service quality attributes on visitor satisfaction in wildlife sanctuaries with a specific focus on the effect of tangibility, reliability, responsiveness and price on visitor satisfaction. The study was informed by the modified SERVQUAL model and adopted both descriptive and explanatory research designs. Systematic random sampling technique was used to select a sample of 384 respondents from a target population of 12,072 visitors. Questionnaires were used to collect primary data. While descriptive statistics were used to summarize the data and examine the condition of service quality delivery attributes at the Sanctuary, multiple regression analysis was used to establish the effect of selected service quality attributes on visitor satisfaction. Chi-square goodness of fit was also used to determine whether there was a significant difference between those who were satisfied with entrance fee and those who were not satisfied. The research findings demonstrated that the main tangibility attributes that affected visitor satisfaction included the diversity of wild animals ($\beta = 0.221, p = 0.04$), nature of trails ($\beta = -0.101, p = 0.03$) and dress code of staff ($\beta = 0.125, p = 0.037$). The reliability attributes that affected visitor satisfaction to a great extent included availability of staff to attend to visitors ($\beta = 0.150, p = 0.004$), quality of service ($\beta = 0.152, p = 0.013$) and speed of service ($\beta = 0.091, p = 0.017$). Also the level of satisfaction among visitors with price charged at Kisumu Impala Sanctuary was significantly different ($X^2 = 180.60, df = 4, p < 0.001$). The regression model ($R^2 = 0.66; F = 2.743; df = 4; p = 0.029$) showed that service quality attributes under investigation accounted for 66% of the variation in visitor satisfaction. Tangibility ($\beta_1 = 0.74; p = 0.0025$), Reliability ($\beta_2 = 0.71; p = 0.0028$) and Price ($\beta_4 = 0.170; p = 0.003$) significantly affect visitor satisfaction. The study therefore concludes that satisfaction of visitors to Kisumu Impala Sanctuary was majorly affected by tangibility, reliability and price. The study therefore recommends diversification of wildlife in the Sanctuary, ensuring clean and accessible trails with a big width in the Sanctuary. Designate staff at key information points in the Sanctuary especially around the cages so that they are available to serve visitors. Improve on speed of service as well as establish standard procedures to guide employees to provide quality services. Finally focus on setting favourable price while enhancing quality service to reflect the value and worth of the Sanctuary.

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LIST OF ABBREVIATIONS

GDP: Gross Domestic Product.

KIS: Kisumu Impala Sanctuary.

KWS: Kenya wildlife service.

SERVQUAL: Service Quality.

OPERATIONAL DEFINITION OF TERMS

- Visitor Satisfaction:** Is a post consumption evaluative judgment concerning a product or services (Gunderson, Heide & Olsson, 1996).
In this study, visitor satisfaction refers to a measure of the extent to which visitor perceptions on the products and services provided surpass or meet visitor expectations.
- Price:** It is the amount of money given by one party in return for goods or services used. It is also the measure of the worthiness of a destination depending on its quality. In relation to this study, price is the fee charged as entrance fees in the sanctuary.
- Reliability:** It refers to the ability to perform the promised service dependably and accurately.
- Responsiveness:** Is the willingness to help visitors and provide prompt service.
- Tangibles:** Refer to the physical evidence of service, infrastructure, neatness of personnel and equipment used and how these affect visitor satisfaction
- Service quality:** Is the degree and direction of discrepancy between consumer's perceptions and expectations in terms of different dimensions of the service quality, which can affect their future buying intentions (Parasuraman *et al.*, 1985)
- Attributes:** Elements or characteristics of service that assess visitor satisfaction.

Service perceptions: Can be defined as visitors' final judgment about a destination overall distinction (Parasuraman, Zeithmal & Berry, 1988).

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CHAPTER ONE

1.0 Overview

This chapter outlines the research background, problem statement, research objectives, research hypotheses, research significance and scope of the study.

1.1 Background of the Study

Visitor satisfaction is an important strategic weapon on which the success of the visitor depends (Barsky, 2006). It is a prediction of future consumer behaviour (Roche & Allen, 2007). Visitor satisfaction often leads to a longer stay in a destination, depending on relationship between the service user and the provider and the way the service is delivered (Burns & Moirera, 2013).

Satisfaction stimulates visitors to re-turn to a destination. Satisfied visitors will inform their relatives and friends, offer free advertising and thus help promote the growing journey of a destination (Kau & Lim, 2005). Anderson (2014) and Homburg (2007) in their study of the effects of customer satisfaction on business outcomes found that customer satisfaction positively affects business profitability. In other words, Chi and Qu (2008) argue that a happy visitor will reconsider a destination next time.

Visitors are increasingly travelling and seeking unique products and services. It is an undeniable fact that tourists are increasingly demanding and that it is not an easy task to satisfy all their needs and expectations. When faced with a task, they make decisions primarily on the basis of their perception of the importance of different destinations (Milosevic, Penezic, Miskovic, Skrbic & Katic, 2016). This is why surveying visitor satisfaction of a destination has become quite important.

The tourism industry is introducing new trends that are set by a growing number of tourists traveling. About 90% of the world's tourists are recorded to re-visit various tourist destinations because of their previous experience and the levels of services offered. About 75% of those who visit for the first time are referred by relatives and friends. This shows how much tourist satisfaction affects tourist choices (Homburg, 2007)

Relating to hospitality, there have been a number of studies examining the qualities that visitors may find key in terms of their satisfaction (Knutson et al. (2013); Choi and Chu, 2001; Holjevac, Markovi Marko & Raspor (2009). Atkinson (2014) established that hygiene, feeling safe, pricing and respect of employees determine the satisfaction of visitors. Knutson (2013) in his study pointed out that comfort, location, prompt delivery, safety and security and staff friendship are the things that visitors find important Elsewhere , Akan (2015) suggests that serene environment , hygiene and punctuality enhance visitor delight.

In addition, previous studies by Choi and Chu (2001) argue that staff excellency, attractiveness of a destination and number of activities are the top three determinants of a visitor fulfilment. Zeithml and Bitner (2003) developed scales to evaluate quality using SERVQUAL gap score. Service quality attributes measured using this scale includes tangibility, responsiveness, assurance, empathy and reliability.

It is estimated that about 60% of the world's tourists visit places because of their visible landmarks (Vassiliadis, 2008). This is supported by Radder and Han (2013) who notes that visitors look at tangibility attributes when assessing their

visit to attractions. A study by Ghose and Johann (2018) on tourists visiting Poland concluded that the visual products of the destination have a direct impact on tourist satisfaction. For example, no visitor at any time would want to visit a park full of people with less attractive and less natural resources. They also stated that the tangibility aspects of the visitor's destination site reflects the overall image of the site and translates into a good or bad level of service offered.

Zeithaml and Bitner (2003) studied on tangibility as a determinant of visitor satisfaction and found that the cleanliness of a place and the convenience of a place determine the satisfaction of visitors. However, a study by Sivalioglu and Berköz (2006) states that the physical attraction of a particular place determines the type of activities that visitors will engage in and that contributes to the satisfaction of visitors.

Another factor that determines the quality of service to visitor satisfaction is reliability. Patton (2010) stated that visitors seek attention as they seek information in the selected tourist attractions site. Visitor expectations cannot be achieved if service providers ignore the needs of visitors. As a result, visitor destinations should have communication staff that can provide guidance and necessary services to visitors whenever they are around the site.

This gives visitors the freedom to speak out and avoid unnecessary disappointment caused by unquenchable curiosity and unanswered questions (Knutson, Beck, Kim, 2010). Knutson *et al.* (2010) emphasize that prompt service, punctuality and staff conduct are key factors in promoting visitor satisfaction.

Responsiveness depends largely on service provider's side. Knutson (2013) notes responsiveness involves willingness of the service provider and its staff to assist visitors. Visitors love feeling comfortable wherever they go. In his study, Akan (2008) established employee friendliness and employee attitudes as key attributes of visitor satisfaction. In addition, responsiveness through tour guides helps to create a lasting experience that can make visitors to revisit a site and refer their relatives and friends (Akan, 2008).

In as much as quality is a key factor in the delivery of services, the price of the products offered should be reasonable. Barsky and Labagh (1992) conducted research on price as a determinant. They concluded indeed, both the price and quality of the service are used simultaneously to indicate the value of a destination.

According to the Tourism competitive report, 2013 satisfaction varies from country to country depending on attractive features, safety and security, wine experience and friendliness of service providers. For example, a report by a Chinese tourist satisfaction survey conducted by Blanke and Chiesa (2013) showed that 90% of respondents rated Australia 7 out of 10 and 85% rated Spain 7 out of 10 in terms of opportunities to recommend these destinations to others.

33% of those who visited Australia noted that they were satisfied with their visit and 50% of those who visited Spain noted that their expectations had been met. Food and beverages was rated highest in terms of satisfaction whereas dissatisfaction was very high on service delivery and prices. However, it is

important to note that no specific factors have contributed to the overall visitor satisfaction from the international level.

In Africa, visitor satisfaction has also come under scrutiny on a number of attributes. Some attributes especially intangibles, such as responsiveness and reliability have not been emphasized by other destination sites. Tangibility attributes are usually fostered as visitor requirements while visiting a destination whereas, intangible attributes are ignored.

For example, according to Martin, Osorio, Blanke, Croti, Hanouz, Geiger and Ko (2012), in Cape Town (South Africa) the highest rated country in terms of competitiveness in Africa, 80% of tourists were satisfied with the natural attractions sites of the city, almost 74%, recommended Cape Town to others. However, visitors were dissatisfied with theme parks, service delivery, responsiveness and language barriers. The study concluded that although there is great potential in Africa, there are important gaps that need to be filled in order to improve tourist satisfaction as a way to increase its competitiveness.

Numerous studies have been conducted on general issues affecting visitor satisfaction (Sade, Asgari, Mousavi & Sadeh, 2012; Corte, Sciarelli, Cascella & Gaudio, 2015). Gaudio et al. (2015) identified determinants of visitor satisfaction as image of the destination, the impact of the experience, and the emotional connection.

Others have considered the delivery of quality services on SERVQUAL attributes in the tourism industry (Govendor et al., 2010; Hardy, 2010; Akama & Kieti, 2003). However, none of the previous studies have taken a particular interest in the effect of quality service delivery attributes of tangibility,

responsiveness, assurance and empathy on the satisfaction of visitors visiting wildlife sanctuaries.

It is noteworthy that wildlife sanctuaries are designated areas where wildlife is kept and protected from poaching, food and competition. It not only promises animal protection but also aesthetic and educational value to visitors both foreigners and locals.

As a result, visitors can get out of the chaos of life and celebrate the appealing wildlife carefully set and protected for viewership and also learn valuable lessons about species, history, value and importance of wildlife. Consequently, such a visitor expects quality service that meets their aesthetic and educational needs.

Kwamboka (2013) investigated the achievement of satisfaction, image of superiority, buyer inertia, buyer conformity, risk avoidance and a number of alternatives available as factors influencing visitor attraction brand loyalty in Kisumu County and identified tourist satisfaction as a major factor influencing brand loyalty while service quality delivery attributes were found to affect the choice to the destination.

In Kisumu Impala Sanctuary Master plan 2000-2015 visitor satisfaction and visitor attraction diversification have been identified as factors that can boost visitation levels in the Sanctuary.

Ensuring visitor satisfaction, knowledge of what it constitutes and affect visitor satisfaction is considered very important. Meng, Tepanon and Uysal (2008) therefore consider measuring visitor satisfaction as an important tool in

tourism-related products and services as they are linked to destination selection, use and repetition.

1.2 Problem Statement

Kisumu's impala sanctuary has over the years recorded fluctuating number of visitors and lower international tourist numbers. For example, international tourists visiting the sanctuary was 22,200, 38,900, 30,511, 31,600, 38,217 and 27,653 in 2010, 2011, 2012, 2013, 2014 and 2015 respectively (Ministry of Tourism, 2016).

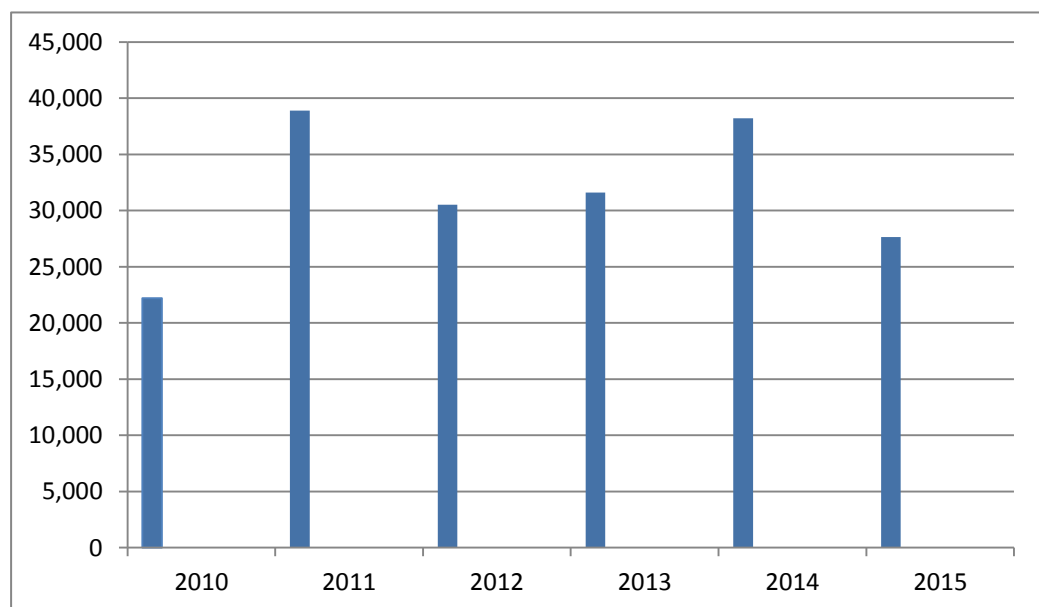


Fig 1.1 Graph Showing No. of International Visitors from 2010 to 2015

These changing figures have affected the amount of revenue earned and as a result the overall performance of the sanctuary.

Although this trend has been blamed on the image and advertising effort in the region, there is still a question related to visitors; the question of guest satisfaction and service delivery.

From the comments of the visitors, especially the online reviews, many visitors have expressed the need for service delivery to be improved by customer care staff. It is therefore very important that these issues are addressed among other factors.

Matzler and Renzl (2004) emphasized the assessment of satisfaction as an indicator of service performance because visitor satisfaction is critical to the acquisition and retention of visitors. Therefore, travel destinations should use service delivery as an indicator of performance and future of the destination (Witell & Lofgren, 2007). However, the concept of service quality attributes in wildlife sanctuaries has not yet been emphasized. Only researchers such as Ladhari (2008) have attempted to investigate service quality as a cause of dissatisfaction among visitors. It is for this reason that the study examined the effects of service delivery attributes on visitor satisfaction at Kisumu Impala Sanctuary.

1.3 Research Objectives

1.3.1 General Purpose

The general purpose of this study was to determine the results of effects of service quality attributes on visitor satisfaction in the Kisumu Impala Sanctuary.

1.3.2 Specific Objectives

- i. To determine the effect of tangibility on visitor satisfaction at Kisumu Impala Sanctuary
- ii. To establish the effect of reliability on visitor satisfaction at Kisumu Impala Sanctuary.

- iii. To examine the effect of responsiveness on visitor satisfaction at the Kisumu Impala Sanctuary.
- iv. To find out the effect of price on visitor satisfaction at Kisumu Impala Sanctuary.

1.3.3 Research Hypothesis

H₀₁: There is no significant effect of tangibility on visitor satisfaction at Kisumu Impala Sanctuary.

H₀₂: There is no significant effect of reliability on visitor satisfaction at the Kisumu Impala Sanctuary.

H₀₃: There is no significant effect of responsiveness on visitor satisfaction at the Kisumu Impala Sanctuary.

H₀₄: There is no significant effect of price on visitor satisfaction at Kisumu Impala Sanctuary.

1.4 Significance of the Study

The findings of this study identify specific characteristics of service delivery attributes that affect visitor satisfaction among visitors visiting Kisumu Impala Sanctuary.

These findings provide important insights into restructuring the service delivery process at Impala Sanctuary keeping in mind the attributes that affect visitor satisfaction to a great extent.

The information generated is also helpful to scholars who are interested in the contributions of urban wildlife Sanctuary, as well as those interested in

performance especially of parks and wildlife sanctuary investments for reference.

The study stemmed from the need to build a strong tourism sector in Western region that has lagged behind for many years. The region over the years has faced many challenges arising especially from inadequate infrastructure and image. The need to bring up the level of service delivery and increase visitor satisfaction ignited the desire to conduct the study.

Tourism is a key sector in Kenya, the country's highest foreign exchange earner. In addition, the industry employs a large number of Kenyan workers and contributes significantly to the Kenyan economy. Therefore, understanding the effect of service quality on visitor satisfaction enables Kisumu Impala Sanctuary, in particular to develop effective quality delivery standards that ensure that the needs of visitors are met.

1.5 Scope of the Study

The study focused on the effects of service quality attributes on the satisfaction of visitors. Specific objectives included; investigating the effects of tangibility, responsiveness, reliability and price on visitor satisfaction. The study used secondary and primary data.

A questionnaire was used on a five-point Likert scale to collect key data. The study was conducted at the Kisumu Impala Sanctuary located on the outskirts of Kisumu and is aimed at tourists visiting the sanctuary between November and December 2017.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

The chapter reviews the concept of visitor satisfaction, service quality, the perceived effect of tangibility, reliability, responsiveness and price on visitor satisfaction and finally present the conceptual framework.

2.1 The concept of Visitor Satisfaction

Visitor satisfaction refers to how products and services meet or exceed visitor expectations (Berry, 2011). It is a post utilization that visitors experience from consuming a product or service (Westbrook and Oliver, 1991). Visitor satisfaction can also be defined as a response to service fulfilment and a change of attitude as a result of use (Lee, Wong and Chong, 2012). Elsewhere, Patrick (2003) describes visitor satisfaction as an unconventional concept, which includes factors such as product quality, quality of service offered, the environment in which a product or service is purchased, and the cost of a product or service.

The root of the satisfaction process from the various definitions of visitor satisfaction lies in comparing the expected performance with the actual performance of the product or service. Barsky (2006) notes that tourism products are experimental in nature and can only be assessed after actual use. Barsky's research further acknowledges that expectations can be built on past experiences, promotional materials, personal values and needs.

Similarly, Fuch and Weiermair (2003) noted that visitor satisfaction and perception are also shaped by external forces.

Basically, before an actual visit to a destination, visitors perceive their expectations will be met. If the performance is slightly less than expected, the visitor will adjust performance upwards to equal satisfaction. If actual performance does not meet expectations then the weaknesses in performance will be exaggerated. However, other models such as the Norwegian Customer Satisfaction Barometer (NCSB) suggest eliminating expectations as a prediction of visitor satisfaction because it leads to reassurance rather than assurance.

Expectancy - disconfirmation framework theory developed by Oliver (1977) states that visitors buy services and products in anticipation that their expectations will be met. When a service is provided and it is better than what the visitor anticipated then there is a good feeling of expectations being met and that brings satisfaction. When the performance of a service does not meet expectations, then there is a misconception between expectations and perceptions that cause dissatisfaction. However, in the Value-percept theory, satisfaction is an emotional response to a process of evaluation in which product ideas are compared to a person's values, needs, wants or desires (Locke, 1967). This view therefore measures the extent to which a product produces the required performance characteristics.

Westbrook and Oliver (1991) add that the visitor's expectations may or may not be in line with what is desired or expressed in the product or service. The two authors conclude that both expectations and values are necessary to define visitor satisfaction.

Similarly, when investigating visitor satisfaction it may be better to combine the desires and expectations in a single model, as both affect visitor satisfaction

(Spreng et al., 1996). Similarly, Equity Theory states that visitors are happy when they perceive their value for money is reasonable (Swan and Oliver, 1989). Equity's view suggests that visitors compare tangible benefits: for example, if a visitor's profit is less than their input (time and money), the consequences is dissatisfaction (Reisinger & Turner, 1997).

Generally, Expectation / Disconfirmation theory has gained a lot of support in t research. Parasuraman *et al.*(1998) used this concept to develop a model used as a yardstick of service quality and visitor satisfaction. SERVQUAL recommends that visitors evaluate the quality of service based on their reliability, reliability, responsiveness, assurance and empathy. This model has been widely used to assess factors affecting visitor satisfaction (Barsky, 1992; Cho, 1998; Haddrell, 1996; Pizam & Milan, 1993). The model is deemed appropriate as it measures tangible and intangible attributes. Tangible attributes relates to physical attraction of a destination while intangible attributes are closely related to the performance of service. These attributes are critical in determining service quality and the satisfaction of visitors.

For example, Chi and Qu (2007) study examined effects of visitor satisfaction levels which targeted 230 visitors to Forbidden City Park in China. The findings of the study revealed that overall satisfaction received on holiday was dependent on expenditure, cuisine and type of hotel beds. The findings further indicated that the satisfaction or dissatisfaction of visitors was due to the evaluation of the good and bad experiences with various attributes of the site visited.

A further detailed assessment of each visitor's expectations showed an effect on the level of visitor satisfaction and future buying behaviour. The study

recommended tourism destinations to try and provide services that meet the expectations of tourists in order to satisfy visitors and increase the loyalty and referrals which will lead to greater profits.

Gursoy (2001) conducted a study on visitor satisfaction, with the main objective of identifying how visitor satisfaction can be improved. The research approved a descriptive design and targeted 44 sites in South Africa. The findings of the study revealed that the total satisfaction of visitors and the need to visit again was determined by the analysis of the unique characteristics of the environment. Additionally, satisfaction is based on positive emotions that allow visitors to remember the experience gained on their destination. The study concluded that in order to satisfy visitors' destinations should not only focus on offering higher standard than those of similar destinations but should satisfy the individual needs of visitors.

Visitor satisfaction can be enhanced by managing the functionality and features of the service features including standard service, security of the destination, and ease of use, comparison of delivered service and advertising message and cost. This means that the destination should identify key visitor requirements, evaluate the current performance and plan quality action measures (Riviere, 2006).

2.1.1 Intentions to Return as an indicator of Visitor Satisfaction

How visitors feel about previous experience with a destination is important since it can affect expectations for subsequent purchases (Westbrook & Newman, 2008; Woodruff & Flint, 2003) and may alternatively affect visitor retention or stimulate consideration of changing "products". This means that

positive attitude can be an important source of competitive advantage. However, it is important to note that the impact of satisfaction on loyalty and visitor frequency is not the same in all destinations (Gartner & Ruzzier, 2011). Furthermore, the distribution of tourism and tourist development is not equal in all areas (Gunn, 2007). In this regard it is expected that the frequency of repeated visits may not be the same as in other parts of the world. New sites usually have a lower rate of repeat visits compared to most mature areas (Oppermann, 2000).

Additionally, perceived value, motivation, experience and overall satisfaction are suggested to be catalysts for the future return (LaBarbera and Mazursky, 2003; Mazursky, 2009).

Few empirical papers have investigated the impact of motivation, expectations and perceived values and past visits with opportunities to return to the same place. In addition to the volatility of satisfaction, past experiences was found to be the purpose of re-visiting the destination (Alegre & Cladera, 2007; Gitelson & Crompton, 2004; Kozak & Rimmington, 2000; Milman & Pizam, 2005).

Chen and Gursoy (2001) have supported the idea that visitors may wish to visit a destination again if their expectations were met. Therefore first time experience is very important because the first impression can affect the performance of future purchases. A favourable pre consumption experience enhances repeat visits.

Um, Chon, Ro, (2006) however noted that potential visitors often have inadequate information about the facilities of a destination they have never visited. Therefore, in this case the choice of the destination is evaluated,

considering previous visits to other locations and advertisement to influence visitors awareness of the place (Crompton, 2002; Um & Crompton, 2000; Mayo & Jarvis, 2001; Woodside & Lysonski , 2009). Although being aware of services and products of a destination may reveal a tendency to pick or reject it. Baker and Crompton (2000) in their study found that a high level of performance is perceived to increase future visits. They also noted in their findings that the delivery of quality services attracts repetitive purchases and new visitors. Re-purchasing promotes the growth and prosperity of your destination.

2.1.2 Referrals as an indicator of visitor satisfaction

Word of mouth according to Litvin, Goldsmith and Pan (2008) is an informal form of human communication in relation to a product or service. Natuhwera (2011) study show that a satisfied visitor is one whose desires and expectations have been met. The benefit of satisfaction is positive word of mouth which is key in the tourism industry because with the satisfaction of visitors, visitors are likely to recommend the site to others.

Thomas and Tobe (2012) support this view and say that satisfied visitors will encourage other visitors to visit similar destination. He further acknowledges that visitor satisfaction is essential in enhancing referrals. This requires a place to invest in understanding the needs and requirements of visitors and build a continuous relationship with them.

Oral word marketing can be faster, cheaper and more powerful than any other strategy (Gildin, 2003). This consequently makes a tourism destination to thrive on a credible, reliable, positive image that translates into increased visitation

and revenue. Okello and Yerian (2009) in their study concluded that satisfaction level can have a significant impact on the decision to recommend and not to recommend others. They noted in their findings that quality of wildlife viewing habitat, food, human interaction and satisfying experience is likely to lead positive recommendations

Litvin, Goldsmith and Pan (2008) however notes bad word of mouth can have a profound effect on image of a destination as dissatisfied visitors spread negative ideas related to their experience very quickly.

Therefore, it is very important for destinations to strive to provide satisfying visitor experience at all times. More importantly, a high level of satisfaction will lead to positive recommendations (Baker & Cromptons, 2000)

2.2 The Concept of Service Quality

Service quality is considered to be the difference between the expectation of service received and the view of visitors (Aymankuy, 2013). Service quality can also be termed as performance evaluation of a service that fits well with visitor expectations (Bowen, 2007). Zeithmal (1988) defines perceived quality as an overall judgment about superiority excellence. Olive (1997) on the other hand indicates that service quality can be defined as the outcome of visitor comparisons between their expectations about the service they will use and their ideas about the service offered at the site. This means that if the expectations were higher than expected the service would be considered too high, if the expectations were equal to the expectations the service would be considered good and if the expectations were not met the service would be considered negative.

Service quality according to Gronross (1991) is based on two aspects. The first dimension is technical quality and this scope refers to the result delivered or what the visitor gets from the service. The next dimension is the quality of performance that determines how the service is delivered.

Gronross noted that the quality of the service is not only influenced by feelings of visitors on quality attributes that visitors have used to assess quality, they are also affected by the outcome of the evaluation process. Beddowess *et al.* (1987) observes that for successful service quality delivery, a balance between staff and visitors is required. Boddowess and the colleagues maintain that the key contributor to the delivery of quality services is the value and effectiveness of staff.

Van Tonder, (2016) on the other hand points out that service quality consists of six aspects: 1) the responsive service provider 2) Equipment used to deliver the service 3) Tangible items (for example- buildings, car parks, waiting rooms); 4) visitors; 5) Other guests at the service delivery point and 6)Visitor staff interaction. The service quality model coined by Kevin, Kristine and Berry (1985) on the other hand highlighted five gaps that cause visitor dissatisfaction.

In general, visitors often compare the services they receive with the service they expect. If the experience does not meet the expectations, a gap arises. Therefore service providers need to identify gaps during service delivery and adjust. Proper customization of tourist destinations, preferences and needs can increase the level of service delivery and therefore will lead to beneficial relationships with tourists.

The definition, evaluating, and comparison of service delivery can be a challenge since the expectations of visitors may not always be the same (Karahana, 2013). Visitor expectations are also dynamic and change over time. Other visitors may not have specific expectation. However, Gronross (1988) argues that in order for destinations to remain competitive they need to understand how visitors perceive quality and the factors that influence quality. It is therefore vital for destinations to know the criteria that visitors use to assess quality regardless of its complexity. Understanding the needs of visitors is crucial for every destination because it enhances understanding of the views of visitors.

Several researchers (Akama & Kieti, 2003; Eshie, 2017, Tonge et al., 2011; Naidoo, Raimseok and Seegoolam, 2011) have approached service quality from different perspective in their research. A study by Akama and Kieti (2003) at Tsavo national park, for instance, used SERVQUAL attributes to measure perceived value. They pointed out that despite the shortcomings of SERVQUAL model it retains a large diagnostic capability as a measurement tool to guide the management on service quality delivery. 200 foreign tourists were interviewed and the majority of visitors (over 70%) indicated that they had a satisfactory experience.

Naidoo, Ramseok and Seegoolam (2011) also conducted a study of tourist satisfaction with tourist attractions in Mauritius. 100 questionnaires were administered to 6 different nature based attractions in Mauritius attracting 600 respondents. Visitors rated satisfaction with attributes related to responsiveness,

visibility, price and sensitivity. The findings indicated that visitors were not satisfied with communication and empathy.

Visitors indicated that employees were not empowered to respond to visitors' requests. Elsewhere Tsegaw, (2017) carried out a research on visitor service quality gap in Nech Sar National Park in Ethiopia using Importance Performance Analysis and 95 questionnaires. The study concluded that the four factors that were paramount to visitors included for visitors included accessibility, safety / security, diversity of attractions and state of camping facilities.

Tonge *et al.* (2011) studied visitor satisfaction at Yanchep National Park in Australia and suggested that good water conditions, road signs, toilet hygiene were areas of concern by visitors. Yaakub, Ayub, Shuib and Said (2013) reviewed the quality of service at Niah National Park in Malaysia using ECOSERV an instrument developed by Khan in 2003. It consisted of 30 attributes and grouped them into ecotangibles, tangibles, assurance, empathy, reliability and responsiveness. The results showed that the quality of service in the park did not meet the expectations of visitors.

From the previous section, it is clear that different researchers have suggested different methods or attributes of measuring service quality. From the literature reviewed, standard models used to measure service quality are SERVQUAL and SERVPERF.

However, one of the limitations of the SERVQUAL model is that it cannot be accepted in all industries. This has led to the discovery of other models such as SERVPERF, ECOSERV and hierarchical.

Another finding in the review was that these models borrowed different features from the SERVQUAL model and therefore this study suggests that in limited cases the SERVQUAL model could be combined with other models in a study.

Although various studies have been conducted on the quality of service in protected areas in Kenya and elsewhere, limited studies on service delivery have been carried out in a wildlife sanctuary.

2.2.1 Tangible evidence and visitor satisfaction

Tangibility refers to the physical attraction facilities, personnel and communication material (Parasuraman *et al.*, 1988). Tangible features include the physical environment attributes which contribute to the satisfaction of visitors.

According to Bitner (1992) tangibility can be measured by assessing the environment, geography and performance and signs. While the surrounding environment may include temperature, geography may include landscape features and Signs can include signage. Bitner notes that all of these attributes create a universal support servicescape that generates intellectual, emotional and physical responses to visitors. Visitors' internal responses afterwards affect future buying behaviour and recommending others.

Wakefield and Blodgett (1999) affirms that physical environment directly influences the responses of visitors within the tourist environment. They noted that several components greatly determine the choice of visitors and influence their satisfaction in a destination. Such features include wildlife, plants, landscape, oceans, beaches, climate, vegetation, and other geographical features. Bitner (1992) adds that the physical environment with attractive

features plays a major role in influencing the satisfaction of visitors, which may encourage them to stay in the place where they are or to travel.

While Spangenberg, Crowley and Henderson (1996) emphasize that the understanding, emotions and behavior of visitors are strongly influenced by the physical elements of a destination.

Berry and Parasuraman (1992) noted that there is a relationship between the nature of the environment service provided and the 'quality' that visitors can expect to experience. Similarly to Marić, Marinković, Maris and Dimitrovski (2016) suggest that visitors rely on tangible elements to evaluate the quality of intangible services.

Akama and Kieti (2003) used tangible attributes such as appealing natural features, physical features and attractions, uncrowded and unspoilt parks, well-informed information centers, adequate transport system and neat staff to assess visitor satisfaction in Tsavo West National Park and noted that visitors were satisfied with all the attributes.

Salleh, Zarula and Idris (2014) used tangible attributes such as accommodation, attraction, tangibility, transportation and entertainment to assess visitor satisfaction at Pulau Kapas Park in Malaysia. Their findings recommended improvement in transportation, accommodation, and recreational facilities. Moreover, Naidoo, Ramseook and Seegolam (2011) study noted that physical attractions serve as a catalyst for tourism in a destination. They are the reasons to visiting or re-visiting a particular destination.

In tourism literature great focus has been drawn to tangible elements in countries such as accommodation, attractions and transportation (Hossain and Islam, 2019; Frimpong, Mwankio and Blankson & Theodore, 2013; Rajendran and Sai, 2009) while others focus on protected areas (Akama and Kieti, 2003; Sin and Lee, 2013; Naidoo, Munhurrun and Seegolam, 2011; Teshome and Dessissie; 2018). Not major attention has focused on how specific tangibles attributes affect visitor satisfaction in wildlife sanctuaries.

Nonetheless, for any destination to compete effectively, it must provide a tangible products that satisfy visitor needs in the site (Parasuraman, Berry & Zeithmal, 1998). Understanding which attributes affect visitor satisfaction will aid in directing resources to enhance visitor satisfaction.

2.2.2 Service reliability and visitor satisfaction

Reliability is a key attribute in SERVQUAL model. It is important to make visitors be confident that the destination will deliver on its promises. Service reliability is often exemplified by service features, such as accurate service delivery; the destination being truthful about its offerings; maintaining advertisement promise; accurate online information and website being up to date for review. Floyd (1999) maintains that honesty is crucial to the satisfaction of visitors.

Radder and Han (2013) research findings on perceived quality in the South African Museum showed that reliability affects the satisfaction of visitors. Similarly, the findings of Ghose and Johann (2018) concluded that reliability has a direct impact on visitor satisfaction. Consequently, Daniels and Marion (2005) identified reliability as one of the key indicators that trigger emotional

elements in a visitor. As noted by Catiboy, Sinha and Wen (2008), quality is an important aspect in interpretation services in visitor destinations for it ensures that visitors meet their educational and recreational needs. By providing information about wildlife and other interesting aspects about a destination, visitor knowledge, attitudes and behaviour are enhanced. Munro *et al.* (2008) added that information provided to visitors can be through guided tours, information provided at the customer care desk, attractions signage or brochures. Research has demonstrated that the relevance of tour guides lies in relaying accurate information to visitors. Koo (2002) indicate that providing information on the natural environment can help educate visitors not only about wildlife but also about proper behaviour when visiting protected areas.

Shahrivar's (2013) study on factors influencing visitor satisfaction in Malaysian tourism upholds that there is a relationship between staff attention and a general atmosphere of an experience. Shahrivar further notes that development and finding the right staff is critical to the visitors experience. Moreover, providing quality standards, quick services and quality interpretation is an important factor in responding to the needs of visitors and thus increasing visitor satisfaction.

Generally, tourism is an experience oriented industry where visitors need to travel to experience a product or service. This requires accurate communication between staff and visitors before and after visiting a tourist destination.. Therefore, excellent staff attention towards visitors is important, as visitors pay not only for wildlife viewing but also for services. Reliability is highly dependent on the skills of employees. It is therefore important for management to create a consensus about standard operating procedures.

2.2.3 Service responsiveness and visitor satisfaction

Zeithamal *et al.* (2006) define responsiveness as interest shown while providing assistance to visitors. The ability of staff to provide the required visitor service without any gap always can have a significant impact on the level of visitor satisfaction (Parasuraman *et al.*, 1988). Visitors are satisfied when they are given individual care and that the employee pays attention to the problems that visitors experience during their visit (Kumar & Kaushik, 2018).

Kim and Lee (2010) examined the factors associated with visitor fulfilment and the ability of visitors to come back in the near future in South Korea. The findings revealed that responsiveness significantly impacted on visitor happiness. Also Ladhari *et al.* (2008) identified indicators of satisfaction with hotel services in Korea as positive emotions, visual service quality, and negative emotions. Positive emotions were found to be very important and addressed the impact of perceived service quality on food satisfaction.

Tour guides and customer care representatives closely associate with visitors throughout the tour and how they engage with them has an effect on whether they will be satisfied or dissatisfied with their visit. Often, a well-planned trip entails information search about the destination. So in as much as visitors will be visiting for the first time, they may have excellent information about the places and features of the area.

During the actual visit, visitors tend to verify and collect more information about the site. It is therefore vital for staff to provide accurate information and clarify the misconceptions of visitors about the site they are visiting. The way employees receive, share and interpret information is critical to avoiding a

knowledge gap and maintaining a competitive advantage (Moreno & Melendez, 2011).

It is therefore essential for staff to be educated, talented and motivated to manage visitors. The readiness of staff to assist visitors and being alert to attend to them makes visitors feel valued and appreciated.

In other words, professional staff sends visitors respect and encourage confidence, honesty and trustworthiness (Iymperopoulou *et al.*, 2006). Conversely, demoralized staff pulls visitor satisfaction down (Jose, 2015).

In order to fully attain visitor satisfaction, first employees must understand the value of the attraction site and then acknowledge their role in meeting the objectives of the site and finally be passionate promoters of the attraction site (Yazdanifard *et al.*, 2011). According to Nathuwera (2011), visitor complaints indicate visitor expectations have not been met and that they are not satisfied with their visit and this require attention.

Carson (2005) notes that information about a bad service is likely to get to more potential visitors compared to a good service. This means that staff should address the concerns of visitors quickly because resolving them early creates a positive impression. The unresolved issue encourages negative comments and a negative perception of management's failure to manage the attraction. The more a destination resolves visitor concerns and queries the more satisfied they and the more they advertise the destination.

Carson (2013) suggested that tourist attractions sites need to provide clear channels where visitors can comfortably raise their concerns and queries. This

will ensure mistakes are not duplicated in the future thus creating a good experience for visitors. Employees need to accept, apologize and deal with challenges as soon as possible thus turning a dissatisfied customer into an asset who will tell others about the good experience.

2.2.4 Service price and visitor satisfaction

Price is a determinant in deciding where to go on holiday. In tourism, there are tourists who are sensitive to price while others are not. Nevertheless most visitors belong to the price sensitive group.

Kotler and Armstrong (2009) define price as the amount of money charged in a destination. Through buying, visitors perceive value of the destination. Destinations role is therefore to create value and capture this value in pricing. The focus, then, should not be on price but on creating value to enhance visitor satisfaction.

Satisfied visitors according to Homburg *et al.*(2005) accept higher price increases compared to dissatisfied ones. Homburg and the co-workers further state that when visitors experience elevate the conditions for satisfaction, they see the high exchange results and are therefore willing to pay more.

Narayan, Rajendra and Prakasah (2008) also noted that visitors wish to seek quality when it comes to money. Reisinger and Turner (2003) ascertain that prices are linked to how the visitor evaluates a destination. When perceived benefits are gained then a visitor is satisfied (Gupta & Lehmann, 2006). It is therefore important to understand how visitor's judge and value an attraction site based on price charged for this affects satisfaction (Murphy & Pritchard, 1997).

Implementing an effective marketing strategy by offering superior services, destinations are capable of meeting or surpassing expectations of visitors thereby increasing visitor satisfaction. Price usually sets perceptions on the value of a destination.

Therefore, attraction sites should intensify quality, improve visitor relationships, and enhance promptness of service so as to strengthen overall performance of a destination and set prices that reflect the value and relevance of natural attractions.

Disegna and Osti (2016) conducted a study on the cost of tourist spending in Italy. He used the facilities such as attraction sites, transportation, food and beverages, purchases and shopping. Results confirmed that satisfaction with the diversity of the destination had an impact on the willingness to pay. The results also showed that dissatisfied visitors spent less money in the destination.

Despite the surge of tourism over the year, protected areas in Kenya remain economically disadvantaged and rely on donors for major conservation activities (Whitelaw *et al.*, 2014). Such a model hinders the development of tourism activities. In addition, protected areas in Kenya have been noted for lower entry costs compared to other destinations with similar products (Wankuru, 2009). Consequently, a study conducted by Wankuru (2009) at Nakuru National Park in Kenya suggests an increase in the price per domestic and international visitor. Wankuru observed that Kenya's National Parks are not changing visitors in respect to the natural attractions they have compared to other attractions in East Africa. He then recommended the need for attraction sites to focus on offering quality service to enhance setting of appropriate price.

2.3 Theoretical Framework

This study adopted a SERVQUAL model developed by Parasuraman *et al.* (1985). The model suggested measurement of quality of service based on gap analysis. The gaps include:

Gap1, Results from the discrepancy between visitor expectations and destination perceptions.

Gap 2, Occurs when there is a difference between destinations perception of visitors expectation, that is, poor service quality policies;

Gap 3 or performance gap is the result of a discrepancy between service quality details and how the service is actually delivered;

Gap 4 occurs when there is a discrepancy between service delivery and visitor communication in relation to service delivery, that is, whether promises match delivery;

Gap 5, which is the difference between the expectations of guests and the experienced service.

Parasuraman *et al.*(1985) initiated ten attributes which were regarded important in assessing the gap between visitors' expectations and perceptions on delivered service.

They included tangibility, reliability, responsiveness, communication, trustworthiness, security, competence, respect, understanding and access.

Parasuraman et al. (1988) then decomposed the attributes into five attributes which make up the current SERVQUAL model, namely;

- i. Tangibility, which refers to physical attributes that affect perceptions. Such attributes include facilities, personnel and communications,
- ii. Reliability refers to the ability to carry out the service promised with confidence,
- iii. Responsiveness is the willingness to assist visitors.
- iv. Assurance refers to the knowledge and humility of the employees,
- v. Empathy is the care and attention given to visitors.

Parasuraman et al. (1988) noted that each attribute can be modified in different situation to suit a particular context. In other words, the SERVQUAL instrument can be modified to suit individual research objectives of a specific field.

The study therefore adopted three elements from the SERVQUAL model namely; tangibility, reliability and responsiveness to inform the study. The aspect of pricing is also regarded important and is borrowed from a study by Akama and Kieti (2003).

2.4 Conceptual Framework.

The framework in Figure 2.1 highlights the relationship between independence (service quality) and dependent variable (visitor satisfaction) of the study. The construts of independent variables (service quality) is based on the SERVQUAL model, i.e., tangibility, responsiveness and reliability.

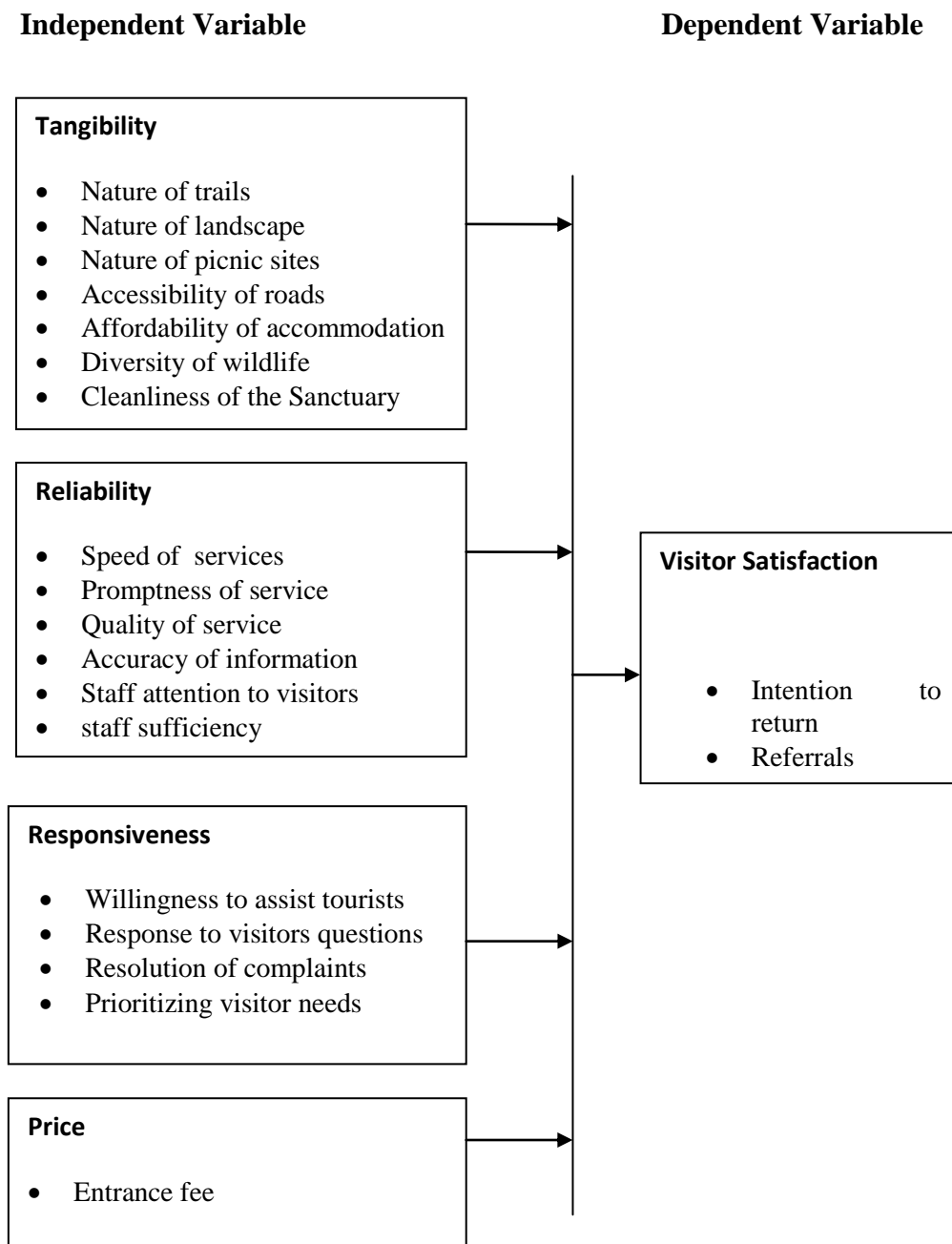


Figure 2.1: Conceptual Framework

Source: Researcher (2016).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methods that the researcher used in undertaking this study. It includes research design, target population and sampling. It also examines data collection instruments, validity and reliability tests, data collection procedure, data analysis and presentation.

3.2 Study Area

The study was conducted at Kisumu Impala Sanctuary. It covers 0.4 square kilometres of marsh, grassland and forest designed to provide a habitat for Impalas and Zebras. The sanctuary is situated about 3km from the town of Kisumu. It was gazetted in 1992 and branded in March 2010 ‘as a lakeshore walk with the Impalas’.

The Sanctuary accommodates both free and captive animals and hosts more than 115 species of birds. Caged animals include leopard, giraffe, spotted hyena, blue baboon, patas monkey, gray parrots, buffalo, gray duikers, ostriches, cheetahs, lions, lions, guinea fowl, tortoises and serval cats. Free animals include hippos, impalas, zebras and monitor lizards.

The purpose of this Sanctuary is to provide shelter to injured and orphaned animals, encourage scientific research, education and stir sustainable management of natural resources which in turn promote tourism in the Nyanza region.

Marketing and educational material of this sanctuary has been done through erecting billboards at strategic locations and disseminating information through media and brochures.

It is managed by Kenya Wildlife Service. It has a warden in charge who reports to the Senior Warden. The latest Kisumu Impala Sanctuary management plan dates 2011 to 2015. It envisioned the desired status of the Kisumu Impala Sanctuary as a leading tourist destination that spearheads conservation while giving optimum visitor value to domestic and international visitors to enhance visitor satisfaction

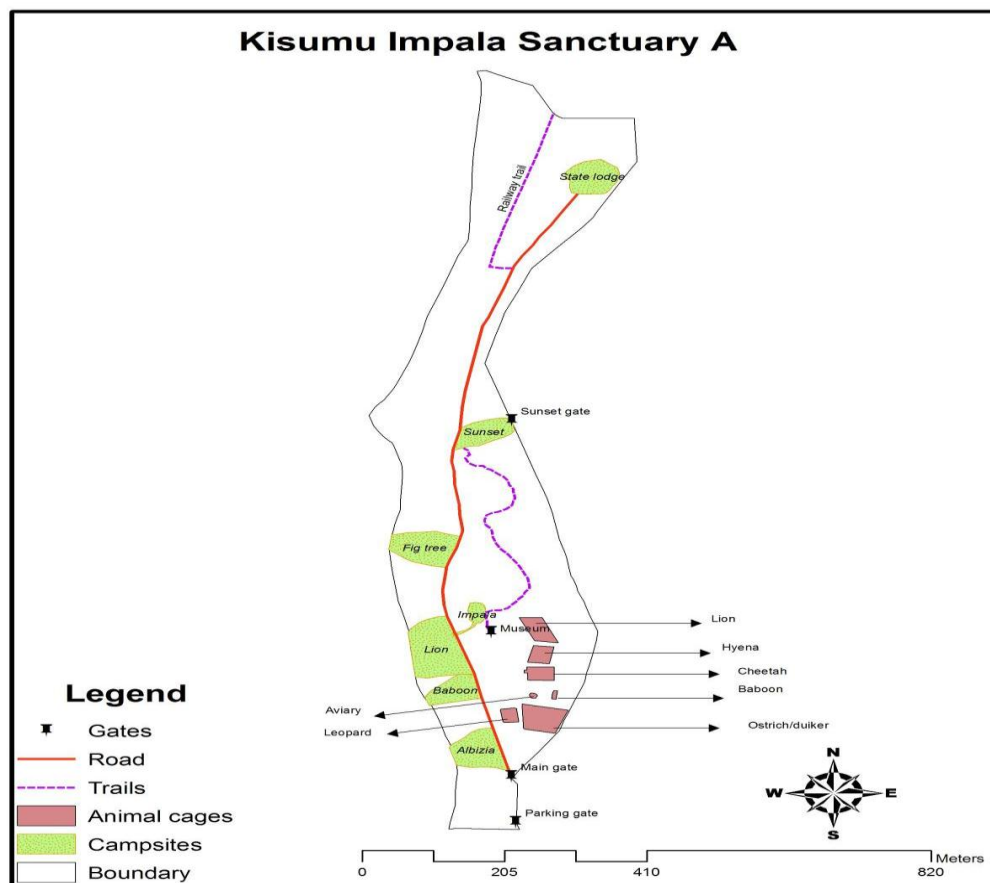


Fig 3.1 Kisumu Impala Sanctuary map

Source: Kisumu Impala Sanctuary Management plan 2010-2015.

3.3 Research design

This study used a quantitative approach. This method is a systematic process used to collect and statistically analyse data using research tool such as questionnaires. This method tests a phenomena using numerical representation and rely on the principal of verifiability. The measurement method involved collection of numerical data and explaining the effect of service quality on satisfaction of visitors. The method may include descriptive studies, exploratory studies, and explanatory studies.

Descriptive and explanatory research designs were used in this study. According to Kothari (2004), these research designs explore numerous meaningful subjects within an area. Morris and Wood (2011) acknowledge the importance of descriptive design especially when the objective gains a broader understanding of the research context and processes. Moreover, the two authors note that explanatory research design has a great potential to generate responses to the questions of why? what? how?

Previous studies such as Foster (2016) have used explanatory and descriptive designs to assess the influence of visitor satisfaction on loyalty to Plateau National Park in Vietnam.

Elsewhere, Chelagat (2015) used descriptive and explanatory research designs to examine the contributions of rural tourism to community livelihoods in Mara Triangle, Kenya. Hence, the two designs were relevant in the current study since it seeks an in-depth understanding of the conditions of service quality attributes at Kisumu Impala Sanctuary and explain broadly the implications of these attributes to the satisfaction of visitors.

Specifically, descriptive design aided in explaining the characteristics and demographics of visitors while explanatory research design helped in explaining the effect of various service quality delivery attributes on visitor satisfaction.

3.4 Targeted Population.

Target population refers to the total number of individuals or items with similar observable characteristics. The target population for the current study was on average 12,072 visitors who visited Kisumu Impala Sanctuary in the months of November (5364) and December (6708) between the years 2013-2015(see itable 3.1)

Table 3.1 Target Population per Month.

	2013	2014	2015	Average Per Month
January	4,310	4,677	3,645	4,211
February	3,680	3,547	4,136	3,787
March	3,797	12,435	5,647	7,293
April	6,868	2,291	5,533	4,897
May	5,835	3,122	5,663	4873
June	10,506	9,935	13,776	11,405
July	10,125	16,615	24007	16,915
August	13,486	9,569	10,527	11,194
September	10,317	10,844	2829	11,403
October	19,529	10,872	13020	14,473
November	8,212	2,315	5,565	5,364
December	4,063	2,112	1598	6,708
	100,728	88,334	95946	

Source: Kisumu Impala sanctuary visitor records (2016)

3.5 Sampling and Sampling Techniques

Kothari (2004) defines a sample as a small unit of the entire population. However, the sample must represent the population from which it is derived and must be of a suitable size to validate the statistical analysis.

In order to obtain sample size for this study, Fischer's formula was used. It is considered appropriate in establishing the sample size in instances where population is large. Since the size of the study population was more than 10,000, the Fisher's formulae below was used

$$n = \frac{pqz^2}{e^2}$$

Where: n=the desired sample size (the target population must be greater than 10,000).

Z=the standard normal deviation at the required confidence level normally taken to be 95%

p=0.5 q=1 – p and e is the desired level of precision=0.05

If the p is not known in advance 50% is usually used. Hence n was calculated as follows: p = 0.5, q = 1-0.5 = 0.5; e = 0.05; z = 1.96

$$n = \frac{0.5 * 0.5 * 1.96^2}{0.05^2}$$

=384 visitors.

384 visitors were selected using systematic random sampling which is free from bias. This is a probability sampling method where the first unit is picked based on a random starting point then a constant periodic interval.

The 31st time interval was therefore obtained by dividing the target population by sample size (i.e. $12072/384$).

This sampling technique was appropriate because an approximation of the number of visitors visiting the Sanctuary was known hence it was easy to select the n th visitor.

3.6 Data Collection Instruments

Questionnaires were used to collect data. The question focused on service quality attributes derived from SERVQUAL model developed by Parasuraman et al. (1988). Each attribute was further divided into related statements to suit Kisumu Impala Sanctuary. However the attribute of pricing was adopted from a study by Kieti and Akama (2003) and Seegoolam et al. (2011) who established price as an important factor in determining visitor satisfaction. Questionnaires were deemed appropriate because it was easy for the researcher to collect data from a large sample with diverse background. The measurement scale for data was ordinal. There were six sections on the questionnaire; Categories A, B, C, D, E and F. Section A contained background information, Sections B to E comprised of statements that measured the effects of various service quality attributes on visitor satisfaction and Part F, measured visitor satisfaction. Respondents evaluated all questions using a Likert scale of five points from 1 = Strongly disagree, 2=disagree, 3 = neutral, 4 = agree and 5 = strongly agree.

3.7 Validity of instruments

Validity refers to the extent to which research instruments measure what they ought to evaluate (Kothari, 2004). Content validity was considered because it determines the appropriateness of the instruments. To determine the appropriateness of the content of the tools, the two supervisors evaluated the content of the tools and the suitability of the research tools to produce useful information. Their views were used to restructure the tools.

Validity also covers how well the data collected covers the study area (Gronhaug, 2005). Before scaling for the full study, a 20-responder pilot study was conducted. The results from the test were used to rearrange the questions that were not clear to respondents.

3.8 Reliability instruments

Reliability is a measure of consistency of a research tool when given to respondents from a different population but shows similar traits. A pilot study was conducted at Nairobi Animal Orphanage where the researcher administered 20 questionnaires to visitors in October 2017.

According to the Cronbach's Alpha-Coefficient results (table 3.1) tangibility items had an alpha value of Cronbach 0.770, reliability items had the Cronbach alpha value of 0.791 responsiveness had an alpha value of Cronbach 0.754 and intentions to revisit had an alpha value of Cronbach 0.891.

George and Malley (2003) rule of thumb states that if Cronbach's alpha reliability coefficients is > 0.7 then it is acceptable and if $\alpha > 0.8$ then it is good.

Table 3.2: Cronbach's Alpha coefficient results

	Cronbach's Alpha	Number of Items
Tangibility	0.770	10
Reliability	0.791	6
Responsiveness	0.754	4
Revisit Intention	0.891	7

3.9 Data Collection Procedure

The researcher obtained a research permit from National Commission for Science, Technology and Innovation and authorization letter from Kenya Wildlife Service headquarters using an introduction letter from the University. The letter was presented to the management of Kisumu Impala Sanctuary before proceeding with the data collection process. The researcher then visited the Sanctuary and administered the questionnaires with the help of a research assistant. Data were collected between November and December 2017 from 0700 hours to 1700 hours Monday to Sunday. The questionnaires were administered at baboon and lion picnic sites. The two were selected because of their central location and the visitors often meet in these places after watching the animals and other activities to relax, take a boat ride or just catch a breeze from the lake.

3.10 Data Analysis and Presentation

Descriptive statistics used included percentages and means to assess the condition of service quality attributes at Kisumu Impala Sanctuary. Data analysed descriptively was presented in the form of tables.

Chi-square goodness of fit established if there was a significant difference between demographics and other visitor characteristics. Chi-square cross tabulations helped determine if there was any association between personal attributes and visitor satisfaction. Multiple regression was carried out to establish the effect of tangibility, reliability responsiveness and price on visitor satisfaction. Hypothesis statements constructed were also tested using multiple regressions. Where the p value was less than 0.05, the null hypothesis was rejected.

The following regression model was used.

$$Y_0 = -0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where

Y₀- Visitor satisfaction

X₁- Tangibility

X₂- Reliability

X₃- Responsiveness

X₄- Price

e-Error term.

Assumptions of Multiple Regression model

1. There will have a linear relationship between independent and dependent variable
2. Multiple regression will have a quadratic relationship where if the independent variation increases so will the dependent variable.
3. That there will be little or no multicollinearity in the data.
4. There will be little or no autocorrelation in the data.

The Social Package for Statistical science (SPSS) software version 21 assisted in data analysis.

3.11 Ethical Consideration

The researcher obtained informed verbal consent from each respondent through a submission letter from the university. The permission given to the respondents was to ensure that they first agreed to attend the study voluntarily.

The researcher also confirmed the anonymity of the respondents by naming the questionnaire so that they would not violate their privacy, endanger them or interfere with their activities.

A letter from the University was also used to obtain permission to conduct research in accordance with the laws and regulations required by the Kenya Wildlife Service.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

The chapter covers analysis and interpretation of data. It presents research outcomes on perceived effects of service quality delivery attributes on visitor satisfaction at Kisumu Impala Sanctuary Kenya. The researcher present results according to specific research objectives using tables, mean, percentages and regression model.

4.2 Response rate

4.2.1 Questionnaires response rate

Table 4.1 below presents the response rate of the questionnaires administered by the iresearcher at Kisumu Impala Sanctuary. The study targeted 384 visitors and 376 questionnaires were returned. 20 were eliminated since they were not fully filled, as a result 356 were used for data analysis. Mugenda (2003) noted that a more than 50% response is sufficient to make a comprehensive conclusion. Fincham (2008) also acknowledges that 60% response rate is an appropriate representation for a survey. Lindemann (2018) also added that a high response rate of 80% from a sample size is preferable in making congregate conclusion of a study. A response rate of 92.7% (table 4.1) therefore was sufficient to proceed with the analysis.

Table 4.1 Response Rate

	Frequency	Percentage
Fully filled questionnaires	356	92.7%
Not fully filled questioners'	20	5.2%
Questionnaire's not returned	8	2.1%
Total number of questionnaires administered	384	100%

4.3 Background Information

4.3.1 Characteristics of respondents

The research sought to explore the background of respondents participating in the study with an aim of understanding the visitor characteristic.

Table 4.2 Characteristics of the Respondents

Information Sought		Responses		CHI-SQUARE GOODNESS OF FIT
		Frequency	Percentage	
Gender	Male	150	42	$\chi^2=8.24$ df=1 $p=0.004$
	Female	204	58	
	Total	354	100	
Age	21-30	146	45	$\chi^2=102.75$ df=3 $p<0.001$
	31-40	123	31	
	41-50	56	16	
	Over 50	29	8	
	Total	355	100	
Education Level	Primary	14	4	$\chi^2=164.67$ df=3 $p<0.001$
	Secondary	47	13	
	College	166	48	
	University	121	35	
	Total	348	100	
Visitor Category	Citizen	292	83	$\chi^2=396.09$ df=2 $p<0.001$
	Resident	36	10	
	Non-resident	22	7	
	Total	350	100	

Source: Field survey (2017)

Research findings presented in table 4.2 indicates that females who visited the sanctuary were many, which is a clear indication of gender disparity. The number of females were significantly higher ($\chi^2=8.24$, df=1, $p<0.001$). This may indicate that women are likely to be primary planners on visitation at the Sanctuary and a key segment to target without ignoring men.

Nonetheless, it is important to review the interests and activities of visitors from a gender perspective to enhance visitor satisfaction.

The sanctuary is appealing to the young people (76%), this kind of segment has its unique needs for they are still energetic exploring and keen to discover and learn more. They access information easily through the use of internet and spread information quickly and this affects awareness of their needs as visitors and choice of activities to engage in. Therefore seek for attraction sites that quench their thirst.

Table 4.2 above also indicates the Sanctuary is appealing to people who have college and university education (83%). This sample set indicates that the respondents were generally knowledgeable thus able to access if the Sanctuary met their needs and if they were generally satisfaction with the visit.

Also results indicated the sanctuary is popular among citizens (83%). This suggests that the views of this study are mainly from citizens. Non-resident and residents pay more compared to citizens and their views might be different and important to consider. This also implies that the sanctuary has the ability to position itself and make itself attractive to the international market segment in order to boost its visitation and revenue.

4.3.2 Other Characteristics of Respondents

The researcher sought to identify other characteristics of the respondents that could have affected the research outcome. This information was essential as it helped in understanding visitor dynamics. Table 4.3 below summarizes the results.

Table 4.3 Other Characteristics

Information sought		Responses		CHI-SQUARE GOODNESS OF FIT
		Frequency	Percentage s	
Repeat visit	Yes	194	57	$\chi^2=3.068$ df=1 $p=0.80$
	No	161	43	
	Total	355	100	
Number of times	Once	146	72	$\chi^2=141.41$ df=2 $p<0.001$
	Twice	42	21	
	More than twice	15	7	
	Total	203	100	
Whether the visitor was accompanied	Yes	307	88	$\chi^2=57.76$ df=1 $p<0.001$
	No	40	12	
	Total	347	100	
Relationship of the visitor with those accompanying him/her	Relatives	34	10	$\chi^2=105.42$ df=4 $p<0.001$
	Family	131	40	
	Friends	84	26	
	Workmates	34	10	
	Schoolmates	47	14	
	Total	330	100	
Purpose of visit	Academic	66	19	$\chi^2=176.58$ df=2 $p<0.001$
	Recreation	263	74	
	Any other	26	7	
	Total	355	100	
Activities undertaken	Water sports	7	1	$\chi^2=554.43$ df=4 $p<0.001$
	Boat raiding	109	19	
	Nature walk	127	23	
	Wildlife Watching	311	56	
	Any other	6	1	
	Total	560	100	

Source: Field survey (2017)

From Table 4.3, visitors who had visited Kisumu Impala Sanctuary before were (57%) indicating that they had a repeated exposure to the Sanctuary and therefore able to assess service quality attributes critically.

Additionally (66%) were accompanied by their family and friends (Table 4.3). This shows that the Sanctuary is an ideal site for family get away and a bonding space for friends.

The main purpose for visiting the Sanctuary was recreation (74%) as compared to academic (19%) and other purposes (7%). Moreover, the majority of the visitors participated in wildlife viewing (56%). Thus, the key motivation for visitors was enjoyment. Nonetheless, while wildlife watching was the major activity undertaken in the Sanctuary, diversifying animals species in the Sanctuary and making visitors aware of other activities that can be undertaken in the Sanctuary may enhance satisfaction.

4.4 Results on the relationship between the decision to visit impala sanctuary and other visitor characteristics.

The researcher sought to establish if decision to visit the sanctuary was affected by gender, age, whether the visitors were in company with others, purpose of visit, visitor category and level of education. Understanding this aspect was important because it aided in understanding of how to position the Sanctuary activities and services to visitors and revisit intentions.

The researcher also explored the association between those who were accompanied by others while visiting the park and gender, age, purpose of visit, visitor category, activities undertaken and level of education.

This information was essential in identifying the group likely to influence visitation patterns. Finally, the researcher sought to determine the link between activities undertaken by visitors in the sanctuary and gender, age, purpose of visit, visitor category and level of education.

This information aided in understanding the activities of interest among different visitors in various levels. To achieve this chi square cross tabulation was done.

According to the findings (see table 4.4, Appendix 1 pg 99) the decision to visit the sanctuary was dependent on gender ($\chi^2=4.84$, $df=1$, $p=0.03$) and visitor category ($\chi^2=6.88$, $df=2$, $p=0.03$). The results indicate that females were likely to influence visitation levels compared to men and that citizens were likely to visit the Sanctuary. In this case segmentation of tourists based on gender and visitor category may be important in marketing and diversification of activities to ensure that the site meets the need of all segments.

Great emphasis should be put in understanding the needs of visitors from a gender and visitor category perspective for this may also affect willingness to pay more.

Similarly the findings revealed that the visitation in company with others was dependent on gender ($\chi^2=38.91$, $df=1$, $p<0.001$) and visitor category ($\chi^2=6.88$, $df=2$, $p=0.03$). Results imply that women are likely to visit the Sanctuary in company with others. This segment is very important for continuous business and spreading positive word of mouth thus attracting new visitors.

Moreover, the purpose of visit was dependent on gender ($\chi^2=82.98$, $df=1$, $p=0.001$), activity to be undertaken ($\chi^2=210.19$, $df=8$, $p<0.001$), age ($\chi^2=15.21$, $df=3$, $p=0.002$) and level of education ($\chi^2=42.87$, $df=8$, $p<0.001$). Female visited the Sanctuary for recreational purpose while male visited for educational purposes.

Finally, the type of activity undertaken by visitors in the sanctuary was only dependent on purpose of visit (table 4.4) .This indicates that the purpose of visit can help predict the activities a visitor is likely undertake while at Kisumu Impala Sanctuary. This information is vital in aiding the diversification of facilities and activities in the Sanctuary

4.5 Results on condition of tangibles at Kisumu Impala Sanctuary.

The researcher sought to establish the condition of tangibles in Kisumu Impala Sanctuary using a 5-point likert scale anchored on (1)Strongly Disagree (2) Disagree (3)Neutral (4) Agree (5) Strongly agree (Table 4.5).

Table 4.5: Visitors level of agreement with statements on condition of tangibles in Impala Sanctuary

Statement	1	2	3	4	5	Total	Mean+S E
It has good road transport systems	98	113	29	98	18	356	2.5±0.07
<i>Percentage</i>	28	31	8	28	5		
Customer care staff uniforms were easy to identify	10	17	73	152	102	354	3.8±0.06
<i>Percentage</i>	3	5	21	42	29		
It has visually attractive, unique landscape	14	45	73	146	77	355	3.6±0.06
<i>Percentage</i>	4	13	21	40	22		
The sanctuary is uncrowded	14	39	100	128	74	355	3.5±0.06
<i>Percentage</i>	4	11	28	36	20		
The sanctuary is clean	40	92	88	93	40	353	3.0±0.06
<i>Percentage</i>	11	26	25	27	11		
The sanctuary has well maintained picnic sites	113	119	22	69	30	353	2.3±0.07
<i>Percentage</i>	32	34	6	20	8		
The sanctuary has natural well maintained trails	56	83	53	116	32	340	2.9±0.07
<i>Percentage</i>	16	24	16	35	9		
The sanctuary has diversity of wild animals	39	93	67	86	65	350	3.4±0.07
<i>Percentage</i>	11	27	19	25	18		
There is affordable accommodation facilities in the sanctuary	172	81	10	31	10	304	1.7±0.06
<i>Percentage</i>	57	27	3	10	3		

Source: Field survey (2017)

As shown in table 4.5 the sanctuary is doing well in terms of customer care dress code, unique landscape and diversity of wild animals. This means maintaining or improving performance of these attributes will enhance visitor satisfaction. However, the sanctuary is not performing well in terms of nature of picnic sites, good roads, and nature of trails and affordability of accommodation. This indicates that expectations of visitors who visit the Sanctuary for hiking, picnic activities and accommodation facility may not be met. The results also indicated the roads in the Sanctuary are not in good shape.

4.6 The effects of tangibility attributes on visitor satisfaction

Multiple regression results (table 4.6) R^2 showed that 52% of visitor satisfaction can be attributed to tangibility attributes i.e. uncrowded sanctuary, affordability of accommodation, neatness of customer care staff, nature of trails, condition of roads, natural unique landscape and diversity of wildlife) . The 48% may be explained by other attributes, which are not under the tangibility dimension.

Table 4.6: Model summary for the regression Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.89	0.79	0.52	0.40545
a. Predictors: (Constant),				

The model summary (table 4.7) below indicated that the condition of road transport system, dresscode of visitor care staff, clean sanctuary, diversity of wild animal and accommodation had a positive effect on visitor satisfaction.

Specifically, findings show that an increase in the attributes; good road transport (0.047), dress code of customer care staff (0.094), clean sanctuary (0.047) and diversity of wild animals (0.029) will lead to an increase in visitor satisfaction. Conversely, appealing sanctuary landscape, uncrowded sanctuary, nature of natural trails and nature of picnic sites had a negative effect on visitor satisfaction. Additionally, as shown in table 4.8, tangibility attributes are important in determining visitor satisfaction (F value=2.961; $p=0.001$). Since the p -value of 0.001 was less than 0.05, the null hypothesis was rejected, thereby implying that tangibility attributes have a significant effect on visitor satisfaction at Kisumu Impala Sanctuary.

Table 4.7 Tangibility attributes regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.304	.226		5.763	.000
	Condition of road transport system	.047	.057	.045	.824	.410
	Customer care dress code	.094	.051	.099	1.837	.053
	Appealing sanctuary landscape	-.006	.055	-.006	-.101	.919
	Uncrowded sanctuary	-.019	.053	-.020	-.363	.717
	Clean Sanctuary	.047	.053	.048	.889	.375
	Nature of natural Trails	-.101	.047	-.114	-2.143	.033
	Nature of picnic sites	-.029	.055	-.029	-.528	.598
	Diversity of wild animals	.221	.076	.163	2.901	.004
	Accommodation	.029	.036	.043	.822	.412

a. Dependent Variable: satisfaction

Source: Field survey (2017)

Table 4.8: ANOVA table for Regression**ANOVA^b**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.868	10	.487	2.961	.001 ^a
	Residual	56.550	344	.164		
	Total	61.418	354			

a. Predictors: (Constant), accommodation, uncrowded, picnic, neatness, Trails, road, appealing, animals

b. Dependent Variable: satisfaction.

Source: Author, 2017

The resultant regression model is as shown below:

$$\text{Visitor Satisfaction (Y)} = 1.304 + 0.047 (\text{road}) + 0.094 (\text{Dress code}) - 0.06 (\text{landscape}) - 0.019 (\text{Uncrowded}) + 0.047 (\text{Clean}) - 0.101 (\text{trails}) - 0.029 (\text{picnic}) + 0.221 (\text{diversity of wildlife}) + 0.029 (\text{accommodation})$$

As shown in the regression model above (see also table 4.7), the p-value for diversity of wildlife was 0.004 hence diversity of wildlife was the most significant attribute in determining visitor satisfaction in Kisumu Impala Sanctuary. An increase in diversity of wildlife will result to a 0.221 increase in visitor satisfaction. The study also showed that nature of trails had a p-value of 0.033 hence it had a significant effect on visitor satisfaction. The results indicated that if nature of trails is not improved it will lead to -0.101 decrease in visitor satisfaction and finally the general professional appearance of staff had a p-value of 0.053 also indicating it had a significant effect on visitor satisfaction. A unit increase in the dress code of staff will lead to a 0.094 increase in visitor satisfaction.

A comparison between the conditions of tangibles and what affects visitor satisfaction revealed that diversity of wildlife affected visiting satisfaction to a great extent and 70% agreed that the Sanctuary has diversity of wildlife. Visitors noted that another attribute that affected their satisfaction to a great extent was nature of trails but only 58% noted that the Sanctuary has well maintained natural nature trails.

The last attribute that surprisingly affected visitor satisfaction to a great extent was dress code of staff but 76% noted that visitor care staff had a dress code that was easy to identify. The results highly indicate that visitors at Kisumu Impala Sanctuary are interested in hiking and wildlife viewing. This may suggest improving diversity of wildlife and nature of trails is of great importance. The results also demonstrate that no attribute that affected visitor satisfaction to a great extent was noted to be in 100% condition. This means that if Kisumu Impala work on conditions of diversity of wildlife, nature of trails and appearance of staff visitor satisfaction will definitely go up.

4.7 Results on state of reliability of service at Kisumu Impala Sanctuary

The researcher sought to establish the state of reliability of services at Kisumu Impala Sanctuary using a 5- point Likert scale where 1 indicates – Strongly Disagree, 2 – Disagree, 3- Neutral, 4 – Agree and 5 – Strongly Agree. The results in table 4.9 below indicated that tour guides give accurate information to visitors this suggest that employees are knowledgeable. Additionally it implies that visitors had prior knowledge about the Sanctuary and the information was confirmed by guides. Less than 50% of respondents indicated that the Sanctuary has quick service and visitors are given attention.

This shows that visitors had perceived time they expected to be served and the expectations were not met. Also visitors may have required guides or other services and there was no staff to serve them and thus felt they were not being given attention. Lastly slightly above 50% of visitors noted that the Sanctuary has quality service, an indication that visitors were not getting the optimum level of service they expected.

Table 4.9 Visitors' level of agreement with various statements on reliability of services at Impala Sanctuary

statement	1	2	3	4	5	Total	Mean+SE
It has quick services	45	80	83	118	28	354	2.8±0.06
<i>Percentage</i>	12	23	23	33	8		
It provides high quality services	73	139	23	87	27	349	2.3±0.07
<i>Percentage</i>	21	39	7	25	8		
The tour guides give accurate information	20	26	45	139	84	314	3.7±0.06
<i>Percentage</i>	6	8	14	46	26		
The staff give attention to visitors	103	105	28	100	13	349	2.4±0.07
<i>Percentage</i>	30	30	9	27	4		
Availability of staff to attend to visitors	85	108	30	92	11	326	2.5±0.07
<i>Percentage</i>	26	34	9	28	3		

Source: Field survey (2017)

4.8 The effects of reliability attributes on visitor satisfaction.

The multiple regression results (table 4.10) indicates that 42% of the regression model could be accounted for by reliability attributes (i.e. speed of service, promptness, quality of service, accuracy of information given to visitors, attention given to visitors and staff being enough to attend to visitors).

Table 4.10 Model summary for the regression Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.76	.58	.42	.40724
a. Predictors: (Constant)				

Moreover the results (table 4.11) generated both positive and negative betas. The positive betas showed a positive effect between the attributes and visitor satisfaction while the negative betas showed a negative relationship. Specifically the findings showed a unit increase in speed of service, promptness, quality of service, attention to visitors and staff sufficiency caused an increase in visitor satisfaction. However the negative beta of accuracy indicated that if accuracy is not improved it will lead to (-0.021) decrease in visitor satisfaction.

Evidently, the reliability attributes were important in determining visitor satisfaction (F value=3.589; p=0.002) see table 4.12.

Since the *p*-value was less than the significance value of 0.05 the null hypothesis was rejected, therefore the study concluded that there is a significant effect of reliability attributes on visitor satisfaction at Kisumu Impala Sanctuary.

Table 4.11 Reliability attributes regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.723	.209		3.456	.001
Speed	.088	.055	.085	1.617	.017
Enough	.150	.052	.154	2.919	.004
Quality	.152	.061	.132	2.507	.013
Accuracy	-.021	.042	-.029	-.503	.615
Attention	.091	.057	.091	1.602	.110

a. Dependent Variable: satisfaction

Table 4.12 ANOVA table for RegressionANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3.572	6	.595	3.589	.002 ^a
Residual	57.879	349	.166		
Total	61.451	355			

a. Predictors: (Constant), enough, promptness, speed, quality, attention, accuracy

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.572	6	.595	3.589	.002 ^a
	Residual	57.879	349	.166		
	Total	61.451	355			

a. Predictors: (Constant), enough, promptness, speed, quality, attention, accuracy

b. Dependent Variable: SATISFACTION

The resultant regression model is as shown below:

$$\text{Visitor Satisfaction (Y)} = 0.723 + 0.088 (\text{Speed}) + 0.150 (\text{Promptness}) + 0.152 (\text{Quality}) - 0.021 (\text{Accuracy}) + 0.091 (\text{Attention}) + 0.20 (\text{Enough})$$

As shown in the regression model above (also see table 4.11) the most significant attribute that affected visitor satisfaction was quality of service which had a p-value of 0.013. If the quality of service goes up visitor satisfaction will increase by 0.152. The study also showed that the p-value for promptness of staff to serve visitors was 0.004 hence it also indicated a significant effect on visitor satisfaction. A unit increase in promptness of service will lead to 0.150 increase in visitor satisfaction. Also speed of service had a significant effect on visitor satisfaction (p=0.017). When speed of service goes upward it will cause 0.088 increases in visitor satisfaction. Even though giving attention to visitors was not significant results show that a unit increase in attention given to visitors will lead to 0.091 increase in visitor satisfaction.

A comparison between the state of reliability of service and what affects visitor satisfaction revealed that availability of staff to attend to visitor needs (0.209), quality of service (0.152) and promptness of service by staff (0.091) affect visitors to a great extent. Hence, visitors were concerned about the number of staff available at the Sanctuary to serve them. Only 50% agreed that staff were enough to attend to them.

If employees are not sufficient they will not attend to all visitor needs therefore affecting their overall satisfaction. Also only 46% indicated the Sanctuary offered quality service despite it being an attribute that affected visitor satisfaction to a great extent. Staff attention towards visitors was also one factor that affected visitors to a great extent and only 48% agreed that staff gave attention to visitors. In a case where visitors don't receive attention from staff there will be no interaction and therefore creating a knowledge gap in terms of understanding visitor needs and visitors not being able to ask questions, complain or appreciate a service.

The results demonstrate that no attribute that affected visitor satisfaction to a great extent was noted to be in 100% condition. This means that if Kisumu Impala work on quality of service, attention given to visitors and sufficiency of staff satisfaction will definitely go up.

4.9 The state of responsiveness of service at Kisumu Impala Sanctuary

The researcher sought to establish the state of responsiveness of staff at Kisumu Impala Sanctuary. As shown in Table 4.13, 68% and 60% of the respondents agreed that staff responds to visitors' questions and they solve their complaints respectively indicating that employees are empowered to attend to visitors.

Likewise, 58% of the respondents agreed that employees are willing to assist and only 48% agreed that visitors are given first priority. This indicates that as much as staff were willing to assist visitors they still felt they were not being given attention and this may have an effect in their general experience at the sanctuary and may affect satisfaction levels.

Table 4.13: Visitors' level of agreement with the statements on the responsiveness of services in Impala Sanctuary

Statement	1	2	3	4	5	Total	Mean+S E
The staff are willing to assist visitors	61	82	46	124	37	350	2.9±0.07
<i>Percentages</i>	17	24	13	35	11		
The staff respond to visitors questions	21	59	58	128	67	333	3.4±0.06
<i>Percentages</i>	6	18	17	38	20		
The Staff of the site solved my complaints	36	70	47	128	39	321	3.1±0.07
<i>Percentages</i>	11	12	15	40	12		
Visitors are given first priority	82	11 4	34	105	10	345	2.4±0.07
<i>Percentages</i>	24	33	10	30	3		

Source: Field survey (2017)

4.10 The effects of responsiveness attributes on visitor satisfaction

On the effect of responsiveness on visitor satisfaction the multiple regression results (table 4.15) showed that 0.003% of variance in visitor satisfaction would be explained by responsiveness attributes.

Table 4.14 Model summary for regression model.

Model Summary				
Model	R	R square	Adjusted R	Std.
1	.119	0.014	.003	.41542
a. Predictors: (Constant),				

Source: Author, 2017

As shown in table 4.15, staff willingness to assist visitors and staff solving visitor complaint had positive effect on visitor satisfaction while staff response to visitors' questions and visitors being given first priority depicted a negative effect on visitor satisfaction. Specifically the results showed that an increase in staff willingness to assist visitors and staff solving visitor complaint will lead to an increase in visitor satisfaction. However an increase in response to visitors' questions and making them a priority will not increase visitor satisfaction. Additionally as shown in table 4.16 the results revealed that responsiveness attributes computed using the regression model alone were not significant in explaining visitor satisfaction (F value=1.271;p=0.281). Since the p-value of 0.281 was great that the significant value of 0.005, the null hypothesis was not rejected, therefore implying that responsiveness attributes have no significant effect on visitor satisfaction at Kisumu Impala Sanctuary.

Table 4.15 Responsiveness attributes regression coefficients**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.466	.148		9.918	.000
	Willingness	.125	.060	.116	2.097	.037
	Response	-.012	.046	-.016	-.264	.792
	Complaint	.007	.042	.009	.158	.875
	Priority	-.046	.052	-.049	-.888	.375

a. Dependent Variable: satisfaction

Table 4.16 ANOVA table for Regression**ANOVA^b**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.878	4	.219	1.271	.281 ^a
	Residual	60.573	351	.173		
	Total	61.451	355			

a. Predictors: (Constant), priority, willingness, response, complaint

c. Dependent Variable: satisfaction

Source: Author, 2017

The resultant regression model is as show below:

$$\text{Visitor Satisfaction (Y)} = 1.466 + 0.125 (\text{willingness}) - 0.012 (\text{response}) + 0.007 (\text{complaint}) - 0.046 (\text{Priority})$$

As shown in the regression model above (also see table 4.15) the attribute under responsiveness which affected visitor satisfaction significantly was staff willingness to assist visitors which had a p-value of 0.037. A unit increase in willingness of staff to assist visitors will lead to 0.125 increase in visitor satisfaction.

A comparison between state of responsiveness and what affects visitor satisfaction revealed that visitors were highly concerned about the willingness of staff to assist them. 58% indicated that staffs were willing to assist them and only 48% indicated that they were given priority at the Sanctuary. This clearly shows that there is a gap between the state of help visitors receive at the Sanctuary and what they wish they could receive.

4.11 Results on chi-square analysis of entry fee charged

The researcher carried out a chi square analysis in order to show whether there was a significant difference between those who were satisfied with entry fee charged at Kisumu Impala sanctuary and those who were not satisfied.

Table 4.17 Visitors level of satisfaction with entry fee charged at Kisumu Impala Sanctuary.

INFORMATION SOUGHT Responses	TALLY	PERCENTAGE (%)	MEAN	X2 GOODNESS OF FIT
Much less satisfied	82	23	2.6±0.0 06	X ² =180.60 df=4 p<0.001
Less satisfied	98	28		
Not sure	71	20		
Satisfied	82	23		
Much satisfied	23	6		
Total	356	100		

Source: Field Survey, 2017

As shown in table 4.17, the p value obtained was less than 0.05. Thus revealing that the number of those who were not satisfied with entry fee charged at the Sanctuary were significantly higher ($\chi^2=180.60$, df=4, p<0.001)

Additionally the satisfaction levels of Kisumu Impala Sanctuary with pricing had a mean of 2.6 ± 0.006 .

4.12 Results on the level of agreement of service quality delivery attributes at Kisumu Impala Sanctuary

The general objective of the study was to establish the effect of service quality delivery attributes on visitor satisfaction at Kisumu Impala Sanctuary. Service quality delivery attributes included tangibility, reliability, responsiveness and price. Descriptive statistics showed the means of satisfaction with service quality delivery attributes using a 5- point Likert scale, where 1 indicated – Much less extent, 2 – Less Extent, 3- No extent, 4 – Great extent and 5 – Much less extent as shown in table 4.18.

Table 4.18 Visitors level of agreement on the effect of service quality delivery attributes on overall visitor satisfaction.

ATTRIBUTE S		1	2	3	4	5	TOTAL	MEAN
Tangibles	Frequency	8	10	34	170	127	349	4.1±0.05
	Percentage	2	3	10	48	37	100	
Reliability	Frequency	9	24	57	172	89	351	3.9±0.05
	Percentage	10	24	22	35	9	100	
Responsiveness	Frequency	35	84	76	124	34	353	3.1±0.62
	Percentage	8	14	16	33	29	100	
Pricing	Frequency	29	49	58	115	101	352	3.6±0.06
	Percentage	8	14	16	33	29	100	

The research findings (see table 4.19) indicate that 82% respondent's level of satisfaction was largely affected by tangibility attributes, 78% noted that the reliability of staff affected their satisfaction, 72% of visitors agreed that pricing affected their satisfaction and more than half (62%) said that the responsiveness by visitor care staff affected their level of satisfaction at Kisumu Impala Sanctuary. These results clearly demonstrate, that visitors at Kisumu Impala Sanctuary agree that tangibility attributes has a great effect on their satisfaction.

4.13 The effects of service quality delivery attributes on visitor satisfaction

On the effect of service quality delivery attributes on visitor satisfaction the multiple regression model results (table 4.19) showed that 66 % of variance in visitor satisfaction would be explained by service quality delivery attribute (i.e. tangibility, reliability, responsiveness and pricing).

Table 4.19 Model Summary for service quality delivery attributes

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.77	.66	.54	.40606
a. Predictors: (Constant),				

Source: Author, 2017

Moreover, the research findings (table 4.20) indicated that tangibles ($\beta = 0.221$, $p=0.04$), ($p=0.0025$), reliability ($p= 0.0028$) and price ($p=0.003$) had a significant effect on visitor satisfaction.

Specifically the results revealed a unit increase in condition of tangible attributes will lead to (0.74) increase in visitor satisfaction and a unit increase in reliability attributes will lead to (0.72) increase in visitor satisfaction while a unit increase in pricing will lead to (-0.170) decrease in visitor satisfaction. Nonetheless the findings (table 4.21) showed that all service quality delivery attributes (F value= 2.743; p=0.0029) had a significant effect on visitor satisfaction. Since the p-value of 0.0029 was less than the significant value of 0.005 the null hypothesis was rejected, thereby implying service quality delivery attributes have a significant effect on visitor satisfaction at Kisumu Impala Sanctuary.

Table 4.20 Service quality delivery attributes Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.932	.223		8.662	.000
	Tangibles	.74	.65	.60	1.136	.0025
	Reliability	.72	.67	.57	1.070	.0028
	Responsiveness	-.04	.057	-.03	-.063	.0950
	Pricing	-.170	.056	-.160	-3.028	.003
a. Dependent Variable: satisfaction						

Table 4.21 ANOVA table for Regression
ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.809	4	.452	2.743	.0029 ^a
	Residual	57.708	350	.165		
	Total	59.517	354			

a. Predictors: (Constant), pricing, reliability, responsiveness, tangibles

Source, Author, 2017.

The resultant regression model is as shown below

Visitor Satisfaction (Y) = 1.932+ 0.74 (tangibles) +0.72 (reliability) -0.004 (responsiveness) -0.170(pricing)

4.14 Results on the state of revisit intentions at Kisumu Impala Sanctuary

The study attempted to determine the state of revisit intentions of visitors visiting Kisumu Impala Sanctuary using various statements (see table 4.22). This was essential for revisit intentions is an indicator of visitor satisfaction. The survey revealed respondents (60%) agreed to recommend Kisumu Impala sanctuary to family members. Also 60% indicated they would recommend Kisumu Impala Sanctuary to friends. The vast majority (60%) noted that they will come again with family members. Most of the respondents enjoyed the nature walk and agreed they would try again. However, 42% of respondents disagreed that their expectations were met. Likewise, 44% of the respondents disagreed that they would visit the Sanctuary again in the next 12 months. This result may imply that Kisumu Impala Sanctuary may not be receiving optimal recommendation since visitor's expectations are not being met.

Table 4.22 Visitors level of agreement with various statements on revisit Intentions at Kisumu Impala Sanctuary

Statement	1	2	3	4	5	TOTAL	MEAN
I would definitely recommend this attraction to my family members	39	83	68	116	45	354	3.04±0.06
<i>Percentages</i>	11	23	19	34	13		
I will recommend this attraction to my friends	50	88	66	104	36	344	3.02±0.02
<i>Percentages</i>	14	26	19	31	10		
I will visit this attraction again in the next 12 months.	83	120	50	74	25	352	2.2±6.67
<i>Percentages</i>	26	34	14	21	7		
I will come next time with my family members	46	113	70	88	38	355	3.0±0.07
<i>Percentages</i>	13	31	18	25	11		
My expectations were met	44	82	71	79	39	315	2.5±0.07
<i>Percentages</i>	14	26	23	25	12		
I enjoyed nature walk/ trail so much, I will definitely try again	47	87	71	114	34	353	2.9±0.07
<i>Percentages</i>	13	25	20	32	10		

Source: Field study survey, 2017

As shown in table 4.22 revisit intentions to Kisumu Impala Sanctuary from family had the highest mean of 3.04 ± 0.06 . This indicated that the sanctuary may receive more family groups in the future. The ability to revisit the park in the next 12 months had the lowest mean of 2.2 ± 0.67 . This may indicate that visitors are likely not to come back to the Sanctuary in the near future but will refer it to others.

4.15 Results on correlation analysis of revisit intentions

The study used Spearman's correlation coefficient to establish the relationship between revisit intentions and visitor satisfaction. Table 4.23 below indicate visitors recommending the Sanctuary to family members ($r=0.624$), expectations being met ($r=0.578$) and visitors coming back to the Sanctuary ($r=0.565$) were highly correlated to visitor satisfaction indicating a strong positive correlation. Indicating that if visitors are satisfied they will recommend the Sanctuary to family members and that they will visit the Sanctuary again. If visitor expectations are met they will be satisfied and will have favourable revisit intentions. Additionally, the findings revealed a significant relationship between recommending the Sanctuary to family members, friends, visiting the Sanctuary in the next 12 months, spending next holiday in the Sanctuary, coming next time with family members, expectations being met and the visitors revisiting the Sanctuary.

Table 4.23 Correlation between revisit intentions and visitor satisfaction.

ATTRIBUTES	CORRELATION COEFFICIENT	N	P-VALUE
Satisfaction	1	356	
Recommend to family members	0.624	356	P<0.05
Recommend to friends	0.482	356	P<0.05
Chances of visiting in the next 12 months very high	0.354	356	P<0.05
Spending my next holiday in Kisumu impala Sanctuary	0.498	356	P<0.05
Coming next time with family members	0.261	356	P<0.05
Expectations were met	0.578	356	P<0.05
Will definitely come back	0.565	354	P<0.05

4.16 Results on chi-square analysis of visitor satisfaction at Kisumu Impala Sanctuary

The researcher finally sought to find out the general level of satisfaction among visitors at the Sanctuary. Chi square analysis was performed to determine whether there was a difference between those who were satisfied and those who were not satisfied with their visit at Kisumu Impala Sanctuary as shown in table 4.24

Table 4.24 Visitor satisfaction

VISITOR SATISFACTION RESPONSES	TALLY	PERCENTAGE	MEAN	X2 GOODNES S OF FIT
Much less satisfied	48	13	2.7±0.06	X ² =45.99 df=4 p<0.001
Less satisfied	143	40		
Not sure	27	8		
Satisfied	120	34		
Much satisfied	18	5		
Total	356	10		

Source: Field Survey (2017)

The findings demonstrated that there was a significant difference in the level of satisfaction ($p < 0.001$) among visitors who visited Kisumu impala Sanctuary.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a discussion of findings as well as conclusions and recommendations of the study.

5.2. Discussion of findings

5.2.1 Service quality attributes and visitor satisfaction

The focus of this analysis was to determine the effects of service quality delivery attributes on visitor satisfaction. The findings of this study confirmed that tangibility attributes ($\beta_1 = 0.74$; $p = 0.0025$) and reliability attributes ($\beta_1 = 0.72$; $p = 0.0028$) affected visitor satisfactions in Kisumu Impala Sanctuary to a great extent. Several studies affirm that these attributes are important aspects in visitor satisfaction (Ndumbusi, 2002; Taylor *et al.* (1995); Dorwart *et al.* (2009); Acher and Griffin, 2005). Hence, diversifying physical attractions and introducing them to visitors so that they have a variety of activities to engage in and improving reliability of staff may cause an increase visitor satisfaction.

The attributes that affected visitor satisfaction to a much less extend included responsiveness ($\beta_1 = -0.04$; $p = 0.09$) and pricing ($\beta_1 = 0.0170$; $p = 0.003$) of the Sanctuary. Conversely, other studies have found pricing to have a great effect on visitor satisfaction (Reisinger and Turner, 2003; Gupta, Lehnann & Stuart, 2014; Jobber & Chadrick, 2011; Disegna and Osti, 2016).

5.2.2 Tangibility attributes and visitor satisfaction

Various researchers have agreed that tangibility attributes has an effect on visitor satisfaction. The study sought to find out the effects of tangibility attributes on visitor satisfaction at Kisumu Impala Sanctuary. The same attributes were subjected to multiple regression and p- value of 0.001 confirmed that tangibility attributes have an effect on visitor satisfaction at Kisumu Impala Sanctuary. Several studies also affirms that tangibility attributes are an important aspect in visitor satisfaction (Ndumbusi, 2006; Taylor et al., 1995; Dorwart et al., 2009; Acher & Griffin, 2005). As noted by Ndambusi (2016) it is of essence to assess tangible attributes to have a clear picture of which attributes affect visitor satisfaction in a natural setting. An inquiry by Autari, Bravo and Riaz (2000) on the Sierra de Guadarrama nature reserve in Spain's national park found that visitor perceptions are influenced by activities that visitors are likely to undertake such as wildlife exploration, hiking, sightseeing or picnicking.

Taylor *et al.* (1994) noted that one of the features that is most mentioned by visitors as affecting visitor satisfaction is diversity of wildlife which is consistent with the findings of this study. It is clear that wildlife is the most sought after in nature based attraction sites which attract huge number of visitors.

The findings of this study also concur with the results of Dorwart and Leung (2009) who carried out a research on effects of natural environment on visitor satisfaction in Great Smoky national park in United States and found out that nature of trails can contribute to visitor satisfaction. The findings also indicated that nature trails enhance the general experience of visitors.

Lindsey, Wilson, Yang and Alexa (2008) also emphasized that nature trails play an important role in satisfying visitors who love nature and scenic landscapes. They further noted that the most important elements while exploring trail include width of the trail, a sense of being in a large space, amount of vegetation and trees and the general cleanliness of the trails.

Having open spaces where visitors can relax such as picnic sites and nature trails with adequate equipment can help contribute positively to the overall experience of visitors. Forest bathing is a concept that is growing among visitors. Visitors are looking forward to exploring places on their own with the intention of reflecting, bonding and interaction with nature. Pohl, Borrie and Petterson (2000) study in wilderness recreation found out that connecting with nature leads to connecting with others and mental clarity.

A study by Acher and Griffin (2005) at Mungo National Park in Southport Australia has shown that there is a correlation between visitor satisfaction and the nature of the environment.

Unique landscape was identified as an important aspect to visitor satisfaction. Kisumu Impala Sanctuary is located on the shores of Lake Victoria which gives it a cool breeze from the lake. This is an ideal escape site considering the area is very hot. This might explain why landscape was one of the factors that affected visitor satisfaction in this study.

There is also a growing interest in water sports and it will be important to tap on this aspect in order to broaden the range of activities that can be carried out in the Sanctuary. Other attractions sites such as Ndere Island can also be accessed via a speed boat through the Sanctuary.

Kvist and Klefsjo (2006) study among visitors visiting the Netherlands emphasized tangible attributes as the least influential attribute of service quality. Contrary to the findings of this study, other studies have found attributes such as number of visitor and cleanliness to affect visitor satisfaction to a great extent. A study by Tonge, Moore and Taplin (2011) in Yanchep National Park found out that clean toilets, picnic sites and trails was one of the factors that affected visitor satisfaction to a great extent. Another study by Crilley, Taplin and Weber (2012) in Kakadu National Park in Australia also found out that clean and well maintained toilet facilities and picnic sites had a positive great effect on visitor satisfaction.

5.2.3. Reliability attributes and visitor satisfaction

Contrary to the findings of this study, other studies in National Parks (Akama and Kieti, 2003; Radder and Han, 2013; Cheng and Lin, 2016; Shahrivar, 2013) have found visitors to be satisfied with all reliability attributes.

The study concur with the conclusions of Fetcher and Flether (2003), who emphasized that the visitor care staff and general site personnel have a significant impact on visitor satisfaction at a visitor site. Elsewhere, Schliephack, Moyle and Weiler (2013) conducted a research on visitor expectations in cape Byron conservation Area in Australia and found out that one aspect that was important towards visitor satisfaction was presence of staff to provide guided tours at all times.

Additionally a research conducted by Crilley, Taplin and Weber (2012) in Kakadu National Park in Australia identified visitor staff communication as an important aspect that affected visitors' experience.

Thus one of the recommendations from the study was for management of recreational facilities to outline how and what kind of information is to be passed to visitors. Reid, Wearing & Croy (2008) also noted that providing accurate, timely information to visitors help educate and enhance their experience. In order for this objective to be met it requires staff sufficiency and efficiency.

Similar results were found by Neal, Sirgy and Uysal (1999) study in forest service in United States which demonstrated that satisfaction with leisure activities undertaken in a site is significantly predicted by satisfaction with leisure travel quality of services. Similar to the findings of this study, the findings indicated that quality of service highly affected visitor's satisfaction with the site elements they came into contact with during their visit. A study by Shahrivar (2013) also confirmed that visitor satisfaction depends on quality of interaction with staff. Findings by Soutar (2001) affirms that the quality of service improve visitor satisfaction.

This is also supported by Loomis and Santiago, (2013) who argue that that the quantity and quality of resources like nature trails and picnic location can affect experiences and satisfaction among visitors and therefore it is the role of destination managers to ensure these facilities are in good condition and have the right equipment to be used by visitors at all the time.

Catiboy, Sunha and Wen (2008) also emphasized the importance of quality of interpretive services. They stated that through providing information about a specific site attraction, visitor knowledge, attitude and behavior is enhanced.

Acher and Wearing (2002) findings also confirmed that quality interpretive services are important in enhancing visitor understanding of the various attraction sites. A study by Naidoo *et al.* (2011) in various nature based sites in Mauritius highlighted that staff were not able to help visitor enough in their requests and were not confident to respond to requested information which lead to visitor dissatisfaction.

Tessema, Ready and Embaye (2013) as a consequent stressed that it is important for management to recognize staff effort can increase visitor satisfaction and that management should empower staff to attend to diverse visitor needs through adequate training. Patton (2010) findings also demonstrated that visitors want attentions as much as they want information on the visitor destination site they have selected. The study therefore rejected Kwamboka (2013) conclusion and argument that visitors do not rely on behavior of employees and guidance rather focus more on physical attractions as determinants of satisfaction.

5.2.4 Responsiveness attributes and visitor satisfaction

Contrary to the findings of this study, previous studies (e.g. Akama & Kieti, 2003; Radder & Han, 2013; Cheng & Lin, 2016; Shahrivar, 2013) found that visitors were more satisfied with the level of staff response in the attraction sites. While responsive attributes alone may not have a significant impact on visitor satisfaction at the Sanctuary, improvement of willingness of staff to assist tourist is important. The way staff responds to visitors, share information and interact with visitors is valuable in aiming to maintain a competitive advantage (Moreno & Melendez, 2011).

The findings of this research are in line with a study by Nathuwera (2011) who found out that solving complaints at the right time could help avoid dissatisfaction of a visitor and encourage positive word of mouth. He noted that visitors talk about a bad experience more rather than a good one. Therefore it is vital to fix problems instantly and not leave issues unresolved. This is possible by providing a clear channel in which complains can be heard. Encouraging staff to develop an interest in visitors while providing services is of great importance. Also ensuring staff respond to visitor's queries and concerns on time and at all time.

5.2.5 Price and Visitor satisfaction.

Research results showed price had a significant effect on visitor satisfaction ($\beta_1 = -0.160$; $p = 0.003$). Also those who were not satisfied with pricing were significantly higher ($\chi^2 = 180.60$, $df = 4$, $p < 0.001$).

The study supports Barsy and Labagh (1992), Chen and Chen (2010) and Anderson *et al.*, (1994) findings who conducted a study on price as determinant of visitor satisfaction. They concluded that price of a destination was one of the top determinant of visitor satisfaction.

Reisinger & Turner (2003) also ascertain that prices have a connection on visitor satisfaction.

Disegna and Osti (2016) also carried out research on visitor expenditure in Italy and confirmed that price affects satisfaction with different variables of a destination and is a predictor of expenditure behavior.

They note that when visitors are satisfied with the level of services provided they are often less sensitive to the price and spent more.

5.2.6 Revisit intentions and visitor satisfaction

The study analyzed the behavioral intentions of visitors as an indicator of visitor satisfaction. The findings showed a positive relationship between visitor satisfaction and recommending family members, revisiting the Sanctuary and expectations being met.

The findings are in tandem with other authors (Baker & Crompton, 2000; Um & Crompton, 2000; Court & Lupton, 2007). The findings also agree with the findings of Westbrook and Newbrook (2008) who found out that visitor satisfaction or dissatisfaction has a relationship with future revisit intentions.

Court and Lupton (2007) asserts that if site managers endeavor to maintain the level of quality of attributes that affect visitor satisfaction to a great extent and focus on attributes rated low in their performance the level of recommendation will go high. Barnes and Mattson (2016) in their study found out that previous experience in a site determined favorable intentions. Generally, a favorable intention include positive word of mouth, recommending a site to others, spending more money within the site and willingly pay for premium prices (Zeithaml & Parasuraman,1996).

Um and Crompton (2000) noted that visitors who don't have previous experience of a particular destination highly depend on recommendation from others.

Chen and Gursoy (2001) acknowledges that visitors will want to revisit a destination or recommend others if their expectations are met. 42% of visitors at Kisumu Impala Sanctuary mentioned that their expectations were met. However, the Sanctuary may experience high recommendation if visitors' expectations were being met. Meeting visitor needs and expectations is perceived to increase future visitations (Baker & Crompton, 2000). Dolnicar, Coltman & Sharma (2015) also pointed out that if visitors' expectations are met they are likely to repeat and recommend others.

5.3 Conclusion

This study aimed to determine the perceived effects of service quality delivery attributes on visitor satisfaction at Kisumu Impala Sanctuary. The results indicated that service quality delivery attributes have an effect on visitor satisfaction. The findings concluded that tangibility, reliability and price have an effect on visitor satisfaction. The results revealed further that the dimensions of tangibility attributes that affected visitor satisfactions to a great extent included diversity of wildlife, nature of trails and picnic sites. Also the study showed that the most important reliability attribute that affected visitor satisfaction was quality of service and customer care promptness. Even though responsiveness attributes alone did not have an effect on visitor satisfaction, service quality delivery attribute regression model indicated showed that all attributes had a significant effect on visitor satisfaction. The results on responsiveness therefore emphasized on the need to draw special attention on willingness of staff to assist visitors. Pricing had a significant effect on visitor satisfaction.

Satisfaction levels among visitors with price charged at Kisumu Impala Sanctuary was significantly different. Price is considered objective reasons as to why visitors choose a destination and reject another one and therefore it is essential for visitors to feel that they are receiving value for their money. Satisfaction is not only affected by quality of service but also price.

It is evident that service quality delivery attributes are important in enhancing visitor satisfaction and therefore a key area of focus. It has been demonstrated by the findings that if service quality delivery attributes are improved then visitor satisfaction will go high. Finally the Sanctuary will experience favourable future revisit intentions if they are satisfied with the level of service thus leading to profitability of Kisumu Impala Sanctuary.

The findings therefore can be used as a winning strategy in attracting and retaining visitors through focusing on important service quality attributes as noted by visitors.

5.4 Recommendations

Arising from the findings of the study and the role that Kisumu Impala Sanctuary plays as a major attraction in Nyanza region, Kenya Wildlife Service management needs to look at measures that seek the improvement of visitor satisfaction putting service delivery attributes that were significant to visitor satisfaction as priority.

To improve visitor satisfaction, Kisumu Impala Sanctuary should consider improvement of the physical facilities, diversification of wildlife and ensure clean and accessible trails with big widths for hiking.

Designate staff at key information points in the Sanctuary so that they are available to serve visitors.

Improve on speed of service by setting a minimum number of minutes required to serve a visitor.

Establish standard service procedure (SSPS) to guide customer care staff in providing quality service.

Set favorable prices while enhancing provision of quality services. Price usually sets perceptions on value of a destination and therefore the site should intensify on its overall performance and set prices that reflect the value and worth of its natural attraction.

The study suggests coming up with written standard procedures or checklist for employees in effort of ensuring provision of excellence service to enhance visitor satisfaction.

5.5. Limitations of the study

The study was conducted for a period of two months. The period under study may not be robust to draw all conclusions that explain the effect of service delivery attributes on visitor satisfaction.

The study only focused on understanding the effects of visitor satisfaction using Servqual attributes and price. Future studies may be focused at unearthing other dimensions that may affect visitor satisfaction that are not tied to Servqual attributes.

The respondents were too busy undertaking their activities and some were exhausted to take part in the research.

Some of the visitors who visited the park did not understand English and therefore were not able to participate in the study

5.6 Suggestion for further studies

Visitor satisfaction is influenced by many factors apart from service quality delivery attributes, from the study it was found out service quality delivery attributes account only for 60% on visitor satisfaction while 40% is determined by other factors, therefore a recommendation to other researchers to study other factors accounting for 40%

Investigating the expectations of visiting Kisumu impala Sanctuary as for many noted there expectations were not met and therefore were not satisfied with their overall experience at the Sanctuary.

A comparative study may be done in another wildlife Sanctuary to find out if the results will be concurrent.

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APPENDICES

APPENDIX1: Table 4.4: Association between visitor responses and personal attributes.

Attributes	Hypotheses	Chi-Square Cross Tabulation(χ^2)	Degrees of Freedom	P-Value	Sample Size (N)
Decision to visits versus:-					
Gender	Decision to visit the Sanctuary was Independent of gender	4.84	1	0.03	343
Age	Decision to visit the Sanctuary was Independent of age	5.52	3	0.06	354
Whether with company	Decision to visit the Sanctuary was Independent Of whether in company	2.068	4	0.72	299
Purpose of visit	Decision to visit the Sanctuary was Independent Of purpose of visit	0.24	2	0.89	345
Visitor category	Decision to visit the Sanctuary was Independent of visitor category	22.44	2	0.001	347
Level of education	Decision to visit the Sanctuary was Independent of gender	2.53	3	0.50	244

	Those in company with others versus:-				
Gender	Decision to visit the Sanctuary was Independent of gender	38.91	1	P<0.001	243
Age	Decision to visit the Sanctuary was Independent of age	2.19	3	0.53	342
Purpose of visit	Decision to visit the Sanctuary was Independent of purpose of visit	3.86	2	0.15	346
Visitor category	Decision to visit the Sanctuary was Independent of visitor category	6.88	2	0.03	233
Activity undertaken	Decision to visit the Sanctuary was Independent of activity undertaken	9.87	4	0.09	536
Level of education	Decision to visit the Sanctuary was Independent Level of education	1.89	3	0.60	321
	Purpose of visit				
Gender	Purpose of visit was independent on gender	82.98	1	P=0.001	506
Age	Purpose of visit was dependent	15.21	3	P=0.002	314

	of age				
Visitor category	Purpose of visit was independent of visitor category	2.95	4	0.57	336
Activity undertaken	Purpose of visit was independent of activity undertaken	210.19	8	P<0.001	657
Level of education	Purpose of visit was independent of level of education	42.87	6	P=0.001	334
	Activity undertaken				
Gender	Activity undertaken was independent of gender	2.62	4	0.62	530
Age	Activity undertaken was independent of age	11.70	12	0.47	532
Purpose of visit	Activity undertaken was independent of purpose of visit	24.95	8	0.002	552
Visitor category	Activity undertaken was independent of visitor category	3.86	8	0.90	523
Level of education	Activity undertaken was independent of level of education	13.58	12	0.33	522

PENDIX II: TRANSMITTAL LETTER

Dear Respondent,

The information sought by this questionnaire will assist in understanding the perceived effect of service quality delivery attributes on visitor satisfaction in Impala Sanctuary. Your responses to the items in the questionnaire will be treated with utmost confidentiality, and will not be used for any other purposes except for this study.

Thank you for assisting in this research project

APPENDIX III: QUESTIONNAIRE

Please follow these instructions closely when completing this questionnaire

There are **SIX** sections on the questionnaire, **Section A, Section B, Section C, Section D, Section E and Section F**. You are asked to complete **Section A** on general information, **Sections B to E** on the questionnaire which measures effect of different servicequality attributes on visitor satisfaction and **Section F**, which measures visitor satisfaction. On completion of the questionnaire, kindly return it back to the researcher.

Please fill in the blanks by ticking [√] where appropriate.

SECTION A: BACKGROUND INFORMATION

1. Gender

(1) Male

(2)Female

2. Age bracket

(1) 21-30 years

(2) 31-40 years

(3) 41-50 years

(4) Over 51 years

3. Education level

(1) Primary

(2) Secondary

(3) College

(4) University

4. Have you ever visited Kisumu Impala Sanctuary before?

(1) Yes

(2) No

If yes, how many times?

(1) Once

(2) Twice

(3) More than twice

5. Are you in a company of others

(1) Yes

(2) No

If yes, who is a companying you?

(1) Relatives

(2) Family

(3) Friends

(4) Work mates

(5) School mates

6. What is the purpose of your visit?

(1) Academic

(2) Recreation purposes

(3) Any other. Please specify.....

7. Which tourism activities did you participate in?

(1) Water sports

(2) Boat riding

(3) Nature walk

(4) Watching of wild animals

(5) Other specify.....

SECTION B: Effect of tangibility on visitor satisfaction

8. a) Kindly indicate your level of agreement with the following statements on condition of tangibles in Impala Sanctuary

Key: 1 – Strongly Disagree, 2 – Disagree, 3- Neutral, 4 – Agree, 5 – Strongly Agree

Statement	1	2	3	4	5
It has adequate and good road transport systems					
Visitor care staff have neat professional appearance					
Visitor care staff are presentable					
It has visually attractive view and appealing sanctuary landscape					
The sanctuary is clean					
The sanctuary has amazing picnic sites					
The sanctuary has attractive natural trails					
The sanctuary has diversity of wild animals					
There is standard accommodation facilities in the sanctuary					

b). Kindly indicate the extent to which the following aspects of tangibility affected your satisfaction with the Sanctuary

Key: 1 – Much less extent, 2 – Less extent, 3- No extent, 4 – Great extent, 5 –
Much great extent

Statement	1	2	3	4	5
road transport systems					
Customer care staff neatness					
Appealing sanctuary landscape					
Clean Sanctuary					
Nature of trails					
Nature of picnic sites					
Diversity of wild animals					
Accommodation facilities in the sanctuary					

SECTION C: Effect of reliability on visitor satisfaction

9. a). Kindly indicate your level of agreement with the following statements on
reliability of services in Impala Sanctuary

Key: 1 – Strongly Disagree, 2 – Disagree, 3- Neutral, 4 – Agree, 5 – Strongly
Agree

Statement	1	2	3	4	5
It has quick services					
It has prompt services					
It provides high quality services					
Accurate information					
Attention to the visitors					
The staff are enough to attend to every visitor					

b). Kindly indicate the extent to which the following attributes of reliability affected your satisfaction with the Sanctuary.

Key: 1 – Much less extent, 2 – Less extent, 3- No extent, 4 – Great extent, 5 – Much great extent.

Statement	1	2	3	4	5
Willingness to assist visitors					
Staff response to questions					
Solving questions					
Priority to visitors					

SECTION D: Effect of responsiveness on Visitor satisfaction

10. a). Kindly indicate your level of agreement with the following statements on the responsiveness of services in Impala Sanctuary

Key: 1 – Strongly Disagree, 2 – Disagree, 3- Neutral, 4 – Agree, 5 – Strongly Agree

Statement	1	2	3	4	5
The staff are willing to assist visitors					
The staff respond to visitors questions					
The Staff of the destination site solved my complaints					
Visitors are given first priority					

b). Indicate the extent to which the following attributes of responsiveness affected your satisfaction with the Sanctuary

Key: 1 – Much less extent, 2 – Less extent, 3- No extent, 4 – Great extent , 5 – Much great extent

Statement	1	2	3	4	5
Staff willingness to assist visitors					
Staff response to visitors questions					
Resolution of visitors complaints					
Visitors prioritization					

SECTION E: Effect of price on visitor satisfaction

11. Kindly indicate your level of satisfaction with entry fee charged at Kisumu

Impala Sanctuary.

1. Much Less satisfied
2. Less satisfied
3. Not sure
4. Satisfied
5. Much satisfied

SECTION F: Visitor satisfaction

12. Kindly indicate your overall satisfaction with services offered at Impala

Sanctuary

1. Much Less satisfied

2. Less satisfied

3. Not sure

4. Satisfied

5. Much satisfied

13. Indicate the extent to which the following attributes/dimensions of service quality affected your overall satisfaction.

Key: 1 – Much less extent, 2 – Less extent, 3- No extent, 4 – Great extent, 5 – Much great extent

Statement	1	2	3	4	5
Tangibles					
Reliability					
Responsiveness					
Pricing					

14. Kindly indicate your level of agreement with the following statements about your revisit intentions to the sanctuary.

Key: 1 – Strongly Disagree, 2 – Disagree, 3- Neutral, 4 – Agree, 5 – Strongly Agree

Statement	1	2	3	4	5
I would definitely recommend this attraction to my family					
I will recommend this attraction to my friends					
Chances of visiting this attraction again in the next 12					
I will come next time with my family members					
My expectations were met					
I enjoyed nature walk/ trail so much, I will definitely try					
I was happy will definitely want to experience the services					

Thank you for your cooperation.

APPENDIX IV: PLAGIARISM REPORT

Plagiarism Report

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