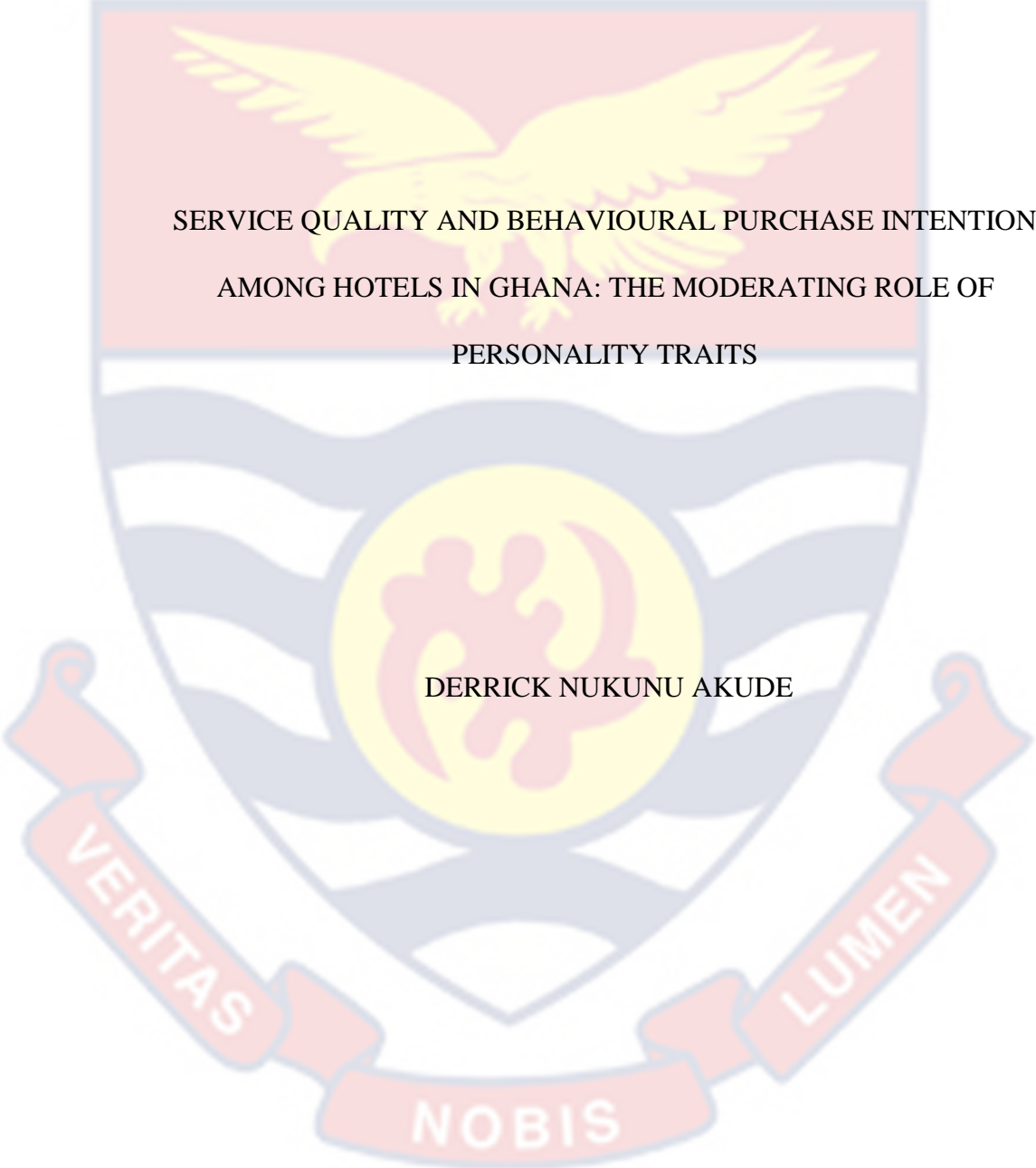UNIVERSITY OF CAPE COAST

SERVICE QUALITY AND BEHAVIOURAL PURCHASE INTENTION

AMONG HOTELS IN GHANA: THE MODERATING ROLE OF

PERSONALITY TRAITS

DERRICK NUKUNU AKUDE

2022

UNIVERSITY OF CAPE COAST

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AMONG HOTELS IN GHANA: THE MODERATING ROLE OF

PERSONALITY TRAITS

BY

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Thesis submitted to the Department of Marketing and Supply Chain

Management of the School of Business, College of Humanities and Legal

Studies, University of Cape Coast, in partial fulfilment of the requirements for

the award of Doctor of Philosophy Degree in Business Administration

NOVEMBER 2022

DECLARATION

Candidate's Declaration

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: .... Date: ....

Name: Derrick Nukunu Akude

Supervisors' Declaration

We hereby declare that the preparation and presentation of the thesis were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Principal Supervisor's Signature: .... Date: ....

Name: Dr. Gloria Agyapong

Co-Supervisor's Signature: .... Date: ....

Name: Prof. Badar Alam Iqbal

ABSTRACT

Dwelling on the Service Quality Model, Consumer Behaviour Theory, and Personality Traits Theory, this study evaluated the moderating role of the Big Five personality traits on the relationship between service quality and behavioural purchase intention among star rated hotel guests in Ghana. The current study was driven by the positivist research worldview, utilized the quantitative research methodology, and explanatory research design. The sample size of 751 respondents was determined using the stratified sampling procedure. Self-administered structured questionnaire were utilized for the data gathering. Descriptives, and Partial Least Square Structural Equation Modelling were the data analytical techniques employed. The SPSS version 24 and SMART-PLS version 4 software were utilized for processing the data. The inquiry found a statistically significant relationship between reliability, tangibles, as well as responsiveness and behavioural purchase intention respectively. It also revealed a partially significant relationship between service quality as well as personality traits. Extraversion and openness, were also significantly associated with behavioural purchase intention. Moreover, neuroticism significantly moderated the relationship between reliability as well as behavioural purchase intention. Furthermore, openness significantly moderated the relationship between assurance as well as behavioural purchase intention; reliability and behavioural purchase intention. However, there were no statistically significant differences among male as well as female guests in their service quality perception. Likewise, there was no statistically significant relationship between assurance, empathy as well as behavioural purchase intention respectively. The study recommends that hotels should value their guests, and adopt excellent service quality regime for a favourable behavioural purchase intention.

ACKNOWLEDGEMENTS

I thank my supervisors, Dr. Gloria Agyapong of the Department of Marketing and Supply Chain Management (University of Cape coast) as well as Prof. Badar Alam Iqbal of the Faculty of Economics and Finance (Tshwane University) for their consecration, intellectual criticism, academic rigour, astute thinking, continues encouragement and supervision in ensuring that this work will endure. Additionally, I appreciate Prof. Daniel Agyapong and Prof. Anokye Mohammed Adam for their contributions in grounding the subject content, theoretical context and the research method of the investigation.

My appreciation goes to each of the lecturers of the School of Business for providing me with outstanding tutoring. In conclusion, I acknowledge my parents, siblings as well as my dear wife for their unflinching support throughout my study.
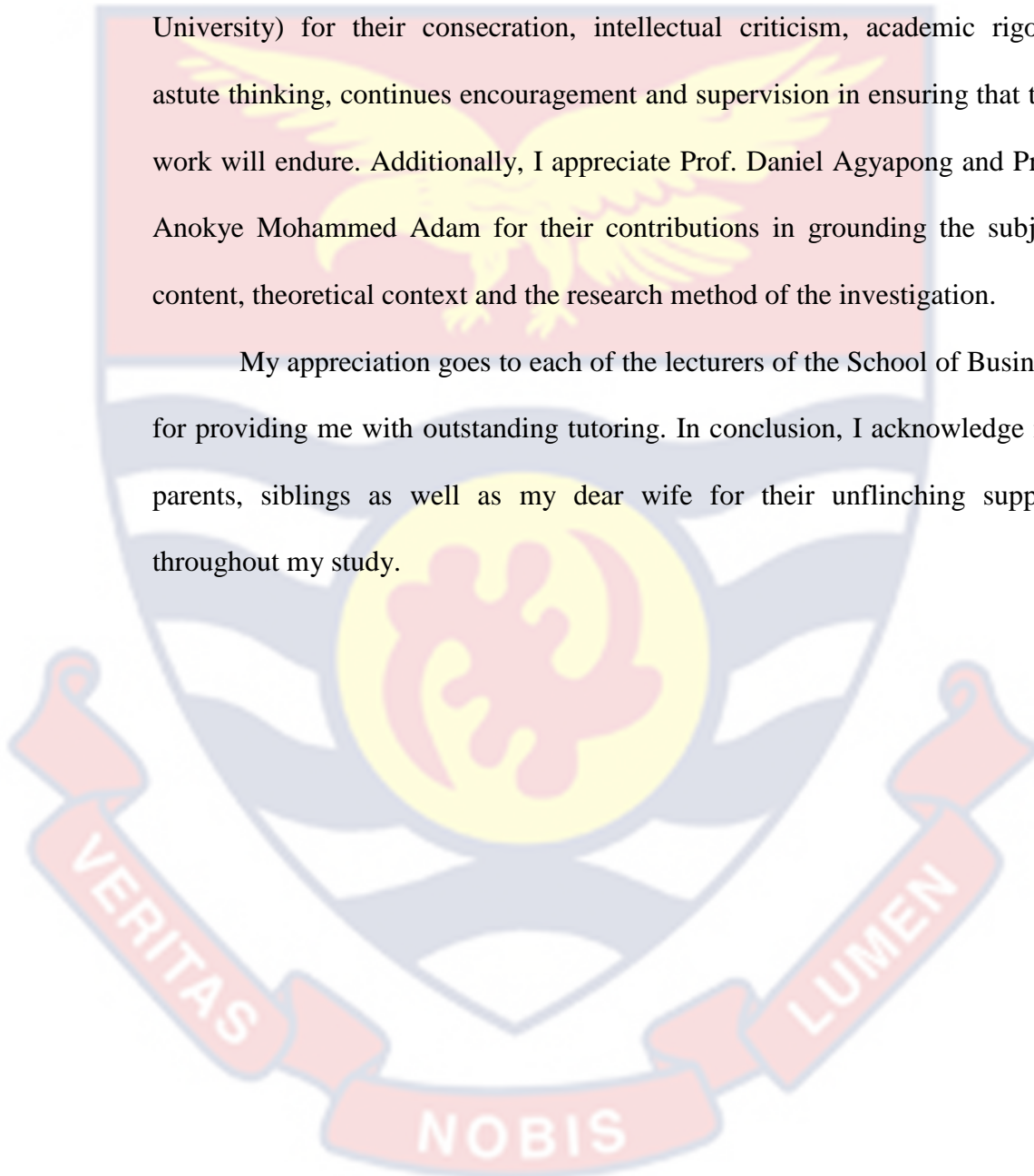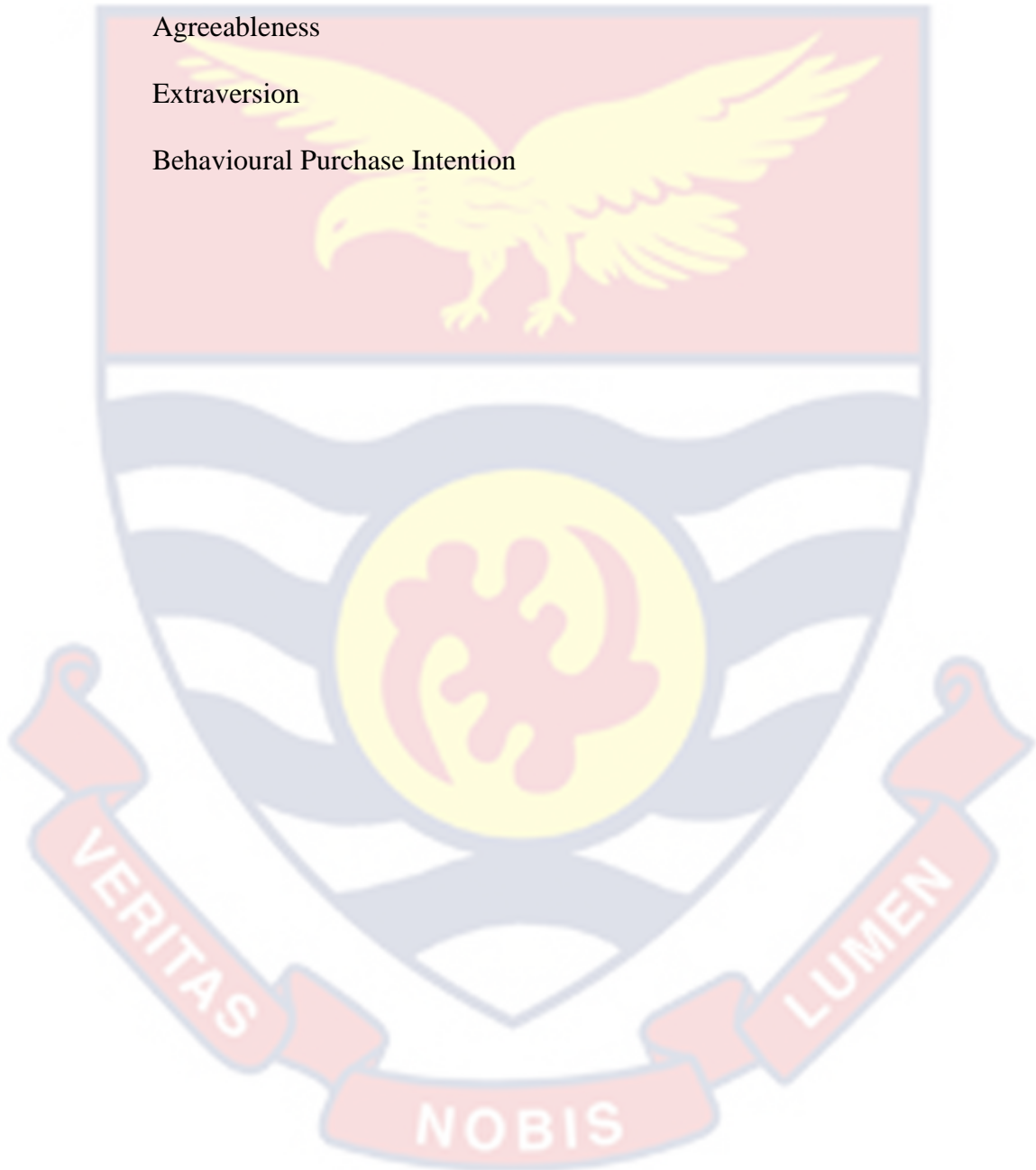
KEY WORDS

Service Quality

Personality Traits

Star-rated Hotels

Agreeableness

Extraversion

Behavioural Purchase Intention

DEDICATION

To my mother: Patience Ami Ameku

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LIST OF ACRONYMS

ATTC	Accra Technical Center
CTI	Chamber of Tourism Industry
EI	Executive Instrument
FMRI	Functional Magnetic Resonance Imaging
GDP	Gross Domestic Product
GHATOF	Ghana Tourism Federation
GHA	Ghana Hotels Association
GTA	Ghana Tourist Authority
GOG	Government of Ghana
ISO 900	International Organizations for Standardization
MOTAC	Ministry of Tourism Arts and Culture
PIMS	Profit Impact of Marketing Strategy
PWC	Pricewaterhouse coopers
PNDC	Provisional National Defense Council
SERVQUAL	Service Quality Model
SERVPEF	Service Performance Model
UNDP	United Nations Development Programmeme
PLS-SEM	Partial Least Square Structural Equation Modelling
MGA	Multi Group Analysis
MICOM	Measurement invariance of Composites
AVE	Average Variance Extracted
HTMT	Heterotrait-Monotrait Ratio
WTO	World Trade Organization
LV	Latent Variable

TQM	Total Quality Management
AVE	Average Variance Extracted
NFI	Normed Fit Index
SRMR	Standard Root Mean Square Residual
CRA	Country Related Affect
NAM	Non – Aligned Movement
CRPA	Country Related Prroduct Association
IRB	Institutional Review Board
APA	American Psychological Association
SST	Self – Service Technology

CHAPTER ONE

INTRODUCTION

Quality is a major concern for both consumers as well as organizations, and it has been established to perform a vital function on a firm's reputation, market share, revenue, and competitive advantage, among others (Nihaya et al., 2021). Quality greatly influences the behavioural purchase intention of consumers (Majeed et al., 2022). Despite its relevance across all industries, researchers have given more attention to quality in the manufacturing sector, and just a handful to the service sector even though both industries are productive and contribute to the economic development of a country (Ali et al., 2022). Therefore, this study sort to reduce such imbalance.

Considering the fact that the hotel business is one of the vibrant subsectors of the service sector, this study primarily pursued to scrutinize the relationship among service quality, Big Five personality traits, as well as behavioural purchase intention among star rated hotel guests in Ghana. The study was supported by the Service Quality Model, Consumer Behaviour Theory, and the Big Five Personality Traits Theory. It utilized the explanatory research design, quantitative research approach, and adopted the positivist research idea. The study provides insights relevant to both practitioners and academics for research.

This chapter presents the background to the study, statement of the problem, the purpose of the study, research objectives, research hypotheses, the significance of the study, delimitation, as well as the organization of the study.

Background to the Study

During the past four decennary, the role of services to the world economy has been increasing and will continue to increase in the medium to long term (Statista Market Forecast, 2019). Consequently, the service sector has progressively evolved into the driving force of the total national and worldwide economy because it generates 67.9% of worldwide GDP and employs more than 70% of the labour force globally (Delloitte, 2018; Magoti & Mtui, 2020). It is worthwhile noting that the economies of advanced countries are dominated by the service sector (World Trade Report, 2019; Global Economic Prospects, 2022).

Even though, Africa has witnessed an upsurge in the value of the service trade, the developed economies still benefit more from the contribution of the service sector (Gujrati, 2017; WTO, 2021). What is required for Ghana to take advantage of this golden age of business is the adoption of astute service management skills as a key driver (Priyangika & Perera, 2019). Owing to Ghana's status as a popular travel destination, the hospitality sector provides the opportunity to leverage service excellence towards incorporating pleasant surprises into customer experiences (Anabila et al., 2021).

Due to service intangibility, heterogeneity, and multidimensionality, the concept of service quality has stimulated intellectual controversy, by means of existing research demonstrating a lack of agreement on how to assess service quality (Mahmood & Ismael, 2022; Feifei et al., 2022; Gupta et al., 2022). The service quality model advanced by Parasuraman et al. (1985) is extensively accepted as well as famous within the measurement of service

excellence, and this agrees with evidence-based studies by Ali et al. (2021), Dasanayake and Jayasingle (2021), as well as Preziosi et al. (2022).

However, researchers continue to challenge the comprehensiveness, successful implementation, and conception of the SERVQUAL, despite its popularity (Faria et al., 2022). This is a representation of the philosophy of causal law which suggests that notwithstanding the concession of a somehow narrow emphasis of human laws unlike the "natural law of morality" there are nonetheless universality implications. The dominant attention that validate this philosophy is to comprehend the idea of causation in use in everyday life and to justify any variances between the ideas of causation (Moore, 2019)

Hotels need exceptional service more than any other business because they have to deal with rising consumer expectations (Ranjbari et al., 2020). Consequently, it is vital for hotels to improve the perceived quality of service they provide on a daily basis due to the rise in consumer awareness (Stylidis et al., 2020). Therefore, given that each guest has different expectations, hotels need to find innovative ways to delight their consumers. (AI-Laymoun et al., 2020). Moreover, service quality is important to businesses since it contributes to competitive edge, earnings, market share growth, returns on capital, consumer fulfillment as well as behavioural purchase intention (Nihayah et al., 2021).

The research is secured on the consumer behaviour theory (Howard & Sheth, 1969). The Howard Sheth theory is an up-to-date model that attempts to explain logical brand preference under the restrictions of weak consumer capacities and inadequate information (Jacintha, 2020). As a result of the analysis of consumer behaviour, a corporation may be able to govern its

strategy for marketing as well as control its decision (Pelau et al., 2018). From the Howard and Sheth (1969) theory, quality and service are antecedents to consumer behaviour. Behavioural purchase intention is the probability in which consumers are desirous and aim to purchase goods or services (Alharthey, 2019). Therefore, an individual's behavioural purchase intention is a key factor of consumer behaviour (Abbasi et al., 2020a).

Consequently, behavioural purchase intent reflects the probability in which consumers are zealous and arrange to purchase a service (Alharthey, 2019). Moreover, behavioural purchase intent is strongly influenced by a consumer's attitude, which in turn directly affects consumer behaviour (Wang et al., 2020). Past enquiry has suggested that contentment acts as a conciliator connecting service quality as well as behavioural purchase intent (Saleem et al., 2017). Nonetheless, limited study exists on the association of service quality and behavioural intent to buy within the hotel commerce (Nimri et al., 2019). The measurements of consumer interaction specifically; contribution, consumption and creation impact behavioural purchase intention of guests in hotels (Majeed et al., 2022).

Moreover, Athar et al. (2021) advocated that hotel managers should work to create a favourable impression and compelling recollections during a stay by both current and potential customers in order to positively enhance their behavioural purchase intention. Hussain (2016) suggested that excellent service quality is a significant component in causing positive behavioural purchase intention through customer satisfaction and by extension customer delight. Nonetheless, several organizations in Ghana do not offer service

quality that result in a favourable behavioural purchase intention of consumers (Ampah & Ali, 2019; Ofosu-Boateng & Acquaye, 2020).

The Big Five personality traits have also inspired scholarly debates in the past century due to lack of agreement on their measurement (Soto, 2018). Consumer confidence was harmed during the Great Recession of 2008-2009. (Bhattacharya et al., 2020). Consequently, Consumers have become more thrifty in the post-recession age. As a result, new consumer purchasing ideals have placed a premium on individualized service (Syed-Zwick, & Syed, 2017). It is essential that firms have the capacity to adjust in response to the changing consumer needs even under unusual circumstances (Tao et al., 2022). Therefore, the moderating role of the Big Five personality traits is a novelty in customizing the hotel environment and allocating rooms to delight prospective consumers with different personality traits rather than a one-size-fit all concept.

In Ghana, the hospitality industry is among the fastest growing. According to a recent analysis from PricewaterhouseCoopers (PWC) outlook (2017 - 2021), Ghana's hotel business was predicted to rise in 2017 by 1.1 percent, 2018 by 2.1 percent, and 2019 by 2.3 percent. According to PWC's forecast the growth in the sector is characterized by 50,000 employees consisting of the youth, promoting the modernization of the country to the increased number of overseas guests to shape their first impression on the country, emergence of competitive star rated hotels and a sensitive anticipation of service quality by consumers. Service quality within the hospitality sector is consequently gaining prominence with the focus on excellent service quality and personality traits; for a favourable behavioural

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purchase intention and consequently, customer retention (Mmutle & Shonhe, 2017).

The goal of any hotel is to meet and if possible surpass guest expectation and needs (Faraj et al., 2021). Therefore, Consumer reviews of the hotel industry's service quality are essential to fostering the growth of business (Ali, 2021). Unfortunately, in the face of this change it has been observed that the existing star rated hotels in Ghana continuously fall short of demand for service quality leading to unfavourable behavioural purchase intention (Amankwa-Amoah & Sarpong, 2016). Poor service quality in hotels leads to disgruntled guests which results in reducing demand and decreased hotel performance. Consequently, these hotels almost totally depend on their marketing efforts to insincerely entice new consumers (Demir et al., 2020).

The antiquity of hotels in Ghana may be traced back to 1956, when a one-star hotel was built, complete with 110 rooms, to accommodate guests that arrived to witness the self-government day commemoration of Ghana in 1957 (Asiedu, 1997).

Ghana's privatization strategy, that was a key component of the country's deregulation in the 1980s, was seen as a force for change in the hospitality industry (Akyeapong, 2009). As a result, multinational hotel chains like Novotel and Holiday Inn joined the market coupled with cutting-edge technology. Star rated establishments such as Movenpick Ambassador Hotel, Accra Marriott establishment, No. 1 Oxford Street Hotel and Suites, and Kwarleyz Residence, are among highlights in the hotel industry (Ghana Tourism Authority, 2021).

The Provisional National Defense Council (PNDC) administration approved PNDC law 116 in 1985 as part of economic reforms to create tourism growth as a key sector of the economy (Asiedu & Folmer, 2007; Akyeapong, 2009). The economic rectification's purposeful focus on tourism had a competing effect within the hotel industry, resulting in certain service improvements. As the number of business visitors staying in hotels in Ghana increased, this technique began to bear fruit. Various hotels across the country have implemented growth initiatives in response to increased demand for hotel facilities.

The oil exploration in Ghana is also expected to attract more investors, who would use the services of these hotels (Travels & Tourism in Ghana, 2020). International hotel chains are now establishing themselves in Ghana. Movenpick Ambassador Hotel, Hilton Hotel, and Kimpiski Hotel Gold Coast City are examples of such brands. These hotels were created to suit the growing demand for high-quality accommodations in Ghana (Travel & Tourism, 2021). Consequently, Investment in the hotel industry as a whole has surged along with an increase in the establishment of new and improved hotels, which results in higher-quality services for both existing and potential new customers (Ali et al., 2021).

Statement of the Problem

The characteristics of service quality differ from one hotel to the next, from one country to the next, and even from one culture to the next, revealing a nebulous dispute (Chaturvedi, 2017). As a result, contemporary literature urges further efforts to fill knowledge discrepancies in this area of study in addition to assessing the service quality in the hotel business (AI-Laymoun et

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al., 2020). Hotels in Ghana are expected to demonstrate excellent service quality to satisfy and consequently delight their consumers. This results in positive service experiences, favourable behavioural purchase intention, word of mouth recommendations and increased profitability of the industry. Consequently, this will lead to an improvement in the input of the hospitality industry to the gross domestic product (GDP) of Ghana.

However, despite the fact that there has been increased expansion of the hotel industry which witnessed the establishment of both local and multinational hotels; and a regulatory framework by the Ghana Tourism Authority (GTA) to promote excellent service quality and a favourable behavioural purchase intention, poor service quality leading to unfavourable behavioural purchase intention is still a challenge. The problem of service quality has negatively impacted both local and foreign guests because they go through the service experiences that are provided by these hotels (Amankwah-Amoah & Sarpong, 2016).

Consequently, poor service quality represents significant productivity burden on hotels in Ghana (MOTAC, 2020). The poor productivity has actually reduced the relative market strength and competitiveness of hotels in terms of performance and profitability (Kleisari & Markaki, 2019) to the extent that some are threatened with closure which in turn can lead to national unemployment (GTA, 2020). Furthermore, some of the hotels have been downgraded in terms of their star ratings (GTA, 2021). A possible cause of the problem may be the lack of astute service management skill by hotel service providers in Ghana.

The Chamber of Tourism Industry, Ghana (2019) recently trained general managers of Ghana's top 50 hotels as part of their customer service week. At the master class, more than eighty-five percent (85%) of all participants agreed that the major challenge for the hotel industry in delighting consumers is service quality. Enhanced demonstration of service excellence by hotels lead to favourable purchase intent based on consumer behaviour. Implicatively, it enhances the general attractiveness, market strength, competitiveness of hotels and by extension business continuity and employment creation for the country.

Prior to the aforementioned, it was highlighted that some tourists have encountered challenges as a result of poor service quality in the hospitality sector underscoring the need for the transformed Hotel, Tourism and Training Institute (HOTCATT) to provide a turn around to Ghana's tourism and hospitality industry (MOTAC, 2018). Consequently, this inquiry seeks to examine the difference in service quality perception among hotel guests in Ghana.

According to Parasuraman et al. (1985) the pursuit for a comprehensive, effective and efficient measuring instrument of service quality has laid the mainstay of the service excellence conjecture. However, major contemporary advancements to the traditional theory of service quality have helped to either refine or extend the comprehensiveness of the service quality theory (Cronin et al., 1992, Rust et al., 1994, Dabholkar et al., 1996, Frost et al., 2000, Brady et al., 2001).

The first intellectualization of the service quality representation is credited to Gronroos (Gronroos, 1982, 1984). Guided by Gronroos' theory of

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service quality, Ali et al. (2017) presented in Malaysia, the impact of technical as well as functional quality on customers' perceptions of hotel service quality as well as satisfaction. Nevertheless, their study did not consider the overall consequence of service excellence on the behavioural purchase intention of guests within a hotel. In contrast, this study proposed the effect of service quality on the behavioural purchase intention of guests.

The service quality (SERVQUAL) model is the most extensively utilized and recognized as a generic instrument for assessing service quality (Gujrati, 2017). Leung and Law (2010) showed that personality in relation to hotels has gained significant interest among researchers. However, most of the prose grounded on the Big Five personality traits model is founded on the personality of employees as well as service providers and seldom investigates consumers (Oliveira et al., 2021). This study supports the supposition by Oliveira et al. (2021).

Pelau et al. (2018) scrutinized the effect of personality types on a customer's impulsive purchasing behaviour in Romania's urban population. The authors, on the other hand, did not take into account the association involving the Big Five personality traits in addition to a consumer's behavioural purchase intention. This research considered the overall relationship among the Big Five personality traits as well as the behavioural purchase intent of consumers in the setting of star rated hotels.

Cronin and Taylor (1992) known as the SERVPEF philosophers proposed a performance-based metric and demonstrated it using the disconfirmation model. The application of performance-based models as well as the Big Five personality traits in hotels has a limited empirical literature.

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Kocabulut and Albayrak (2019) investigated the impact of personality along with mood on service quality perception and approval among German visitors residing in a five-star lodging in Turkey. The authors, on the other hand, did not take into account the moderating role of the Big Five personality traits on the relationship involving service quality along with behavioural purchase intention.

Furthermore, Mensah and Mensah (2020) claimed that customer happiness could not mitigate the influence of service excellence on purchase intent in relation to consumer behaviour. Additionally, Oliveira et al. (2021) found differences in personality traits, contentment, and behavioural purchase intention among peer to peer accommodation consumers. Despite these findings, the authors failed to incorporate the Big Five personality traits' crucial moderating influence. In contrast, the goal of this investigation is to appraise the moderating role of the Big Five personality traits in the association involving service quality and behavioural purchase intent. In a hotel business situation, the Big Five personality traits are important in understanding behavioural purchase intention and inclination to rank factors (Castillo, 2017).

Quite a number of study have investigated the idea of service quality as well as its subsequent effect on the behavioural purchase intention of guests among hotels (Prabowo et al., 2020; Sittison & Rajabhat, 2020; Wang et al., 2021; Iksan & Simarmata, 2021). While these study results lead to an enhanced comprehension of service quality, investigators often ineffectively scrutinize the service quality perception scale's validity without interrogating the heterogeneity of the population that is being researched. It is worthy of

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note, that some differential impacts between male and female guests are to be anticipated in the light of differences in the psychological and behavioural traits of each gender (Kim et al., 2017). Consequently, the present study assesses the service quality perception construct by applying Henseler et al. (2016) previously suggested measurement invariance of composite (MICOM).

Knowledge and contextual gaps have been discovered based on the study's history and emerging difficulties on the association involving service quality, Big Five personality traits, in addition to behavioural purchase intention. While prior research looked at the three variables in seclusion or in duos, this study takes a more holistic approach, aiming to determine the moderating effect of the Big Five personality traits on the relationship involving service quality and behavioural purchase intention among hotels in Ghana.

Purpose of the Study

The overall goal of the inquiry was to evaluate the relationship between service quality, Big Five personality traits, and behavioural purchase intention of consumers amongst star rated hotel guests in Ghana.

Research Objectives

The specific objectives of the study were to:

1. Evaluate the relationship between service quality and the behavioural purchase intention of guest in hotels.

2. Analyze the relationship between the Big Five personality traits as well as the behavioural purchase intention of guests in hotels.

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3. Assess the degree to which the Big Five personality traits moderate the relationship between service quality as well as the behavioural purchase intention of guests in hotels.

4. Examine the difference in quality of service perception on the behavioural purchase intention amongst male and female hotel guests.

Research Hypotheses

The subsequent hypotheses were developed with reference to the research objectives:

H$_1$: There is a statistically significant relationship between service quality as well as behavioural purchase intention of guests in hotels.

H$_2$: There is a statistically significant relationship between the Big Five personality traits as well as the behavioural purchase intention of guests in hotels.

H$_3$: There is a statistically significant moderating effect of the Big Five personality traits on the relationship between service quality as well as the behavioural purchase intention of guests in hotels.

H$_4$: There is a statistically significant difference between male as well as female hotel guests in their perception of service quality on behavioural purchase intention.

Significance of the Study

This study adds to the corpus of knowledge by offering information on how to quantify service quality in hotels using service marketing theory. This study tested the Big Five personality traits' moderating effect on the relationship between service quality as well as behavioural purchase intention. The goal of this study is to combine the aforementioned theories as well as

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offer precursors for service quality perception in addition to, consumer purchase intent in hotels.

Furthermore, it is critical to comprehend how consumers' psychological traits influence their perceptions of the services that are delivered to them. According to the author's expertise, this is a foremost study to scrutinize the interconnection between service quality perception, Big Five personality traits, as well as behavioural purchase intent in the setting of Ghanaian hotels. Additionally, the current study contributes to prose on PLS-SEM by proposing a demonstration of the measurement invariance of composite (MICOM) procedure's use between male and female guests in their service quality perception among hotels in an attempt to establish measurement invariance.

Star-rated hotels are the direct benefactors of this research. Among the advantages is an empirical finding that service quality in star-rated hotels is evaluated differently by guests with different personality traits. A clearer view of the total effect of service quality, Big Five personality traits, and behavioural purchase intention can help hotel management improve their weak service attributes and forecast the best ways to help them outperform their competitors. The conclusions of the study could be beneficial to service firms since they can assist service management to build logic-driven offerings that match consumer expectations while also improving company performance.

The study's conclusions may also be useful to stakeholders in the hotel business, such as the Ghana Tourism Authority (GTA), the Chamber of Tourism Industry (CTI), as well as the Government of Ghana (GOG), to formulate critical hospitality policies. The GTA will develop frameworks for

the service quality dimensions most chosen by visitors with various personality profiles, and will be able to establish hospitality policies to meet these needs. Service quality, personality traits, and behavioural purchase intent might very well contribute to the development of policy initiatives on service providers' expertise, as well as guidelines in policy development that address tangible resource prerequisites for the delivery of service quality in hotels, as well as guidelines in policy formulation that address the content of hotel services, the most effective delivery methods, and other factors. These rules can be used as standards for evaluating a hotel's performance by the GTA as well as CTI, and the modified evolving instrumentation can be utilized as a global standard of hotel guests' delight index.

The economic implication of service quality, Big five personality traits and behavioural purchase intention in star rated hotels cannot be disregarded in Ghana and the global economy. According to the latest researches and economic indicators (World Trade Report, 2019; Global Trade Update, 2022) trade in services has been expanding at a faster pace than trade in goods since 2011. The GOG has prioritized the hotel sector as a key service driver, with the goal of transforming Ghana into a modern developed country by 2024 (Ghana Government, 2022). Inferentially, hotels will play a vibrant role in facilitating the achievement of Vision 2024. This is because the hotel industry is supposed to contribute to national development and growth by providing dependable and sustainable service quality.

Delimitation of the Study

The study seeks to scrutinize the function of the Big Five personality traits in moderating the association connecting service quality along with behavioural purchase intention. The study concentrates on the service quality model by Parasuraman et al., (1985), Macrae and Costa's (1987) Big Five personality characteristic theory, as well as Howard and Sheth's (1969) consumer behaviour theory. Because of the nature of this inquiry, an experiential quantitative approach was conducted in the hotel industry of Ghana for several reasons: Ghana is far behind in comparison to growth benchmarks in service quality such as China, Japan, and Australia (Geiger et al., 2019; World Trade Report, 2019).

Moreover, the growth of the hotel industry in Ghana is slow due to the provision of weak service quality (Amankwa-Amoah & sarpong, 2016). Both local and international guests of the various star rated hotels have been surveyed as the respondents because they go through the service experience and will contribute significant information needed for the study. The data was gathered during the period of April to August, 2022.

Organization of the Study

The research is alienated into six sections. Chapter one would provide a theoretical background on service quality, Big five personality traits along with behavioural buying intention. The study further discussed the historical expansion of the hotel sector in Ghana, as well as the explanation of the problem, research objectives, research hypotheses, study importance, study delimitation, and thesis arrangement.

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The next section includes a thorough assessment of the research on service quality, the Big Five personality traits, and behavioural purchase intent. It will be determined whether there is a link between these characteristics and the knowledge gap that this inquiry attempts to resolve. The conceptual framework portraying the independent variable, dependent variable, as well as the moderating variables would also be explained in this chapter.

The third chapter examined the research technique that this study intends to use, as well as a detailed explanation of the study's research philosophy, research approach, research design, research strategy, research time horizon, target population, sample size, as well as the sampling procedure. The data collection method, questionnaire design, validity, reliability test of the instrument, operationalization of the study variables, as well as a preamble to the data analysis procedure are all covered in this chapter.

In the fourth chapter, findings of the data analysis are provided. The chapter will be fragmented into two parts, with the first focusing on the statistical techniques used in data analysis. After that, descriptive and inferential statistics would be applied to the data.

The conclusions of the study are deliberated in the fifth chapter. This was carried out in agreement with the study's objectives, and hypotheses.

The summary, contributions, and conclusions are presented in the sixth section which provide a concise impression of the research background and motivation, as well as the theoretical topics that underpin it.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The literature review presents research on service quality measuring models over the past decades. The main themes are provided, followed by debates in existing literature on the theoretical review and the empirical review of service quality, Big Five personality traits and behavioural purchase intention. Consequently, these would lead to a synopsis of the unresolved questions and a conceptual model.

Theoretical Review

This research is framed on Gronroos' (1982) service quality theory, which was popularized by Parasuraman et al (1985). In order to portray the ideal model for measuring service quality, the most popular as well as widely used service quality models that are universally acknowledged in the domain of service quality measurement will be assessed. Furthermore, this research is anchored on the Howard and Sheth's (1969) consumer behaviour theory, which is moderated by the Big Five personality traits theory (Macrea & Costa, 1987).

Service Quality Theory

The philosophical foundation of the various service quality models is interpretivism which is basically an epistemology which advocates that the social environment can be understood subjectively based on experience and perception (Zukauskas et al., 2018). Consistent with this assertion is the exploratory and inductive research design and approach espoused by the various researchers in the field of service quality (Creswell, 2003). However,

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other researchers have also used the deductive approach to examine the theories on service quality (Sufi & Shojaie, 2018; Aslam et al., 2019). Service quality philosophy has usually aimed at the progress and execution of corporate wide values and beliefs that highlight a customer focus uninterrupted enhancement and data-driven conclusion (Pakurar et al., 2019).

Theoretically, service quality can be traced back to the groundbreaking studies of Juran and Deming in the 1950s, who lay the groundwork for evaluation in production facilities, paving the way for the current theme of total quality management, and particularly service quality (Deming, 1986). Gronroos shaped the early stages of the service quality model dubbed the Nordic paradigm (Gronroos, 1982, 1984). Gronroos' theory suggested that if a company wants to be efficient and productive, it is critical for employees to understand how consumers feel about the service they are receiving. Noteworthy is the fact that Gronroos' representation is based on the disconfirmation paradigm, which pits perceived vs expected service (Cai & Chi, 2021).

The disconfirmation paradigm is based on the study on quality of product, which is the foundation of service excellence (Bravo et al., 2017). Technical (result), functional (process), and corporate image (brand) are the three aspects established by Gronroos. The Technical (outcome) dimension explains what consumers acknowledged as a consequence of interacting with a service organization (Ramzi et al., 2022). It is worthy of note that the service outcome experienced by consumers in a service organization is based on their own inclination. The Functional (process) dimension explains how technical element of the service is acknowledged by the customer (Ali et al., 2017).

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The process of acknowledging the service has an effect on the consumer's appraisal and perception of the service provided. Corporate image is essential for a company to distinguish itself from competition and stand out in the business environment (Thottoli & Thomas, 2021). Moreover, Corporate image encompasses the elements of servicescape symbols, employee behaviour, organizational perception, management perception, service perception, and services' provider perception (Cuic Tankovic et al., 2022). Consumers bring their prior encounter and general perception of a service organization to each experience because consumers frequently have uninterrupted contact with the same service organization (Gronroos, 2001).

As a result, image was added as a substantial component of the observed service quality model, allowing for consideration of a critical aspect of the service perception process. A favourable brand is an asset for any service firm because image has a substantial effect on consumer perceptions of the communication as well as operations of the service organization (Botha et al., 2020). If a service organization has a favourable image in the minds of consumers, minor slip-ups may be ignored. However, the image of the service organization may be weakened if the mistakes become recurrent. Consequently, if the image of a service provider is negative, the effect of any mistake may be enhanced in the cognitive state of the consumer (Dipietro et al., 2018).

Tradition, philosophy, word of mouth, advertisement, price, and media affairs can all have an impact on a company's reputation (Gronroos, 1993). As a result, brands are essential to the success of the company because they serve as the primary point of differentiation from other competitor offerings while

creating a long-lasting and mutually beneficial relationship with consumers (Beig & Nika, 2019; Khan et al., 2022). Well-known brands in a variety of industries can also elicit intense emotions and emotional responses (Zarantonello et al., 2018). It is worthy of note that brand identity initially developed at the corporate level, requires consumer recognition, reception, and acceptance (Liu et al., 2020).
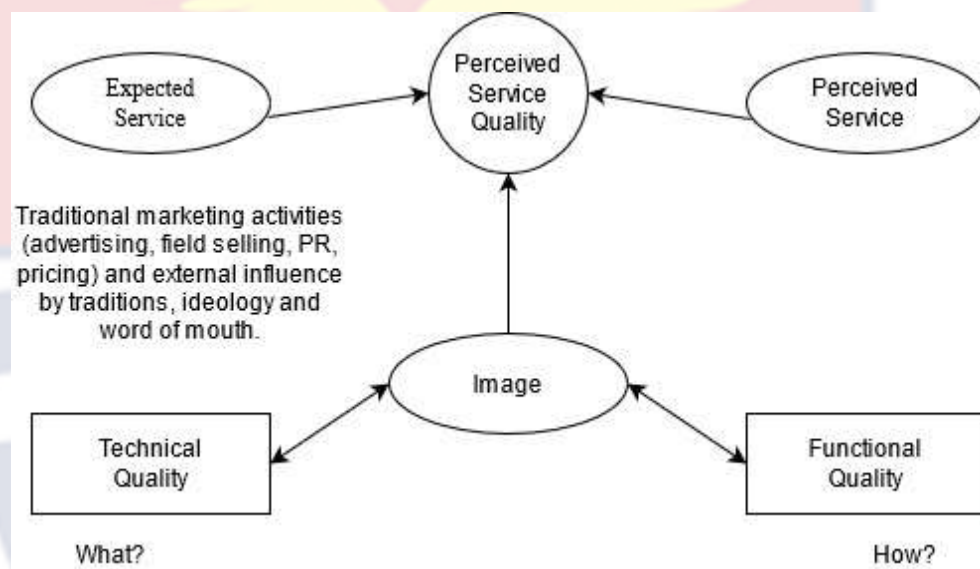
Figure 1: Gronroos/Nordic Model (Gronroos, 1984).

Nonetheless, Gronroos model was limited in terms of a comprehensive clarification for measuring the technical dimension and functional dimension of service quality (Ghotbabadi et al., 2015). Furthermore, Richard and Allaway (1993) contended that the use of functional quality dimensions to describe and forecast the behaviour of consumers may be an inappropriate specification of the quality of service and have poor predictive validity. As per Gronroos (2001) the Nordic model was founded abstractly however, it is limited in terms of its conceptualization.

Rust and Oliver (1994) refined and advanced Gronroos' model by adding one more measurement and that is Service Environment. The other two

dimensions proposed by them were called service product (i.e., technical quality) as well as service delivery (i.e., functional quality). However, they were unable to comprehensively assess their models. Consequently, this attracted a small number of enthusiasts in terms of assessing and testing the model.
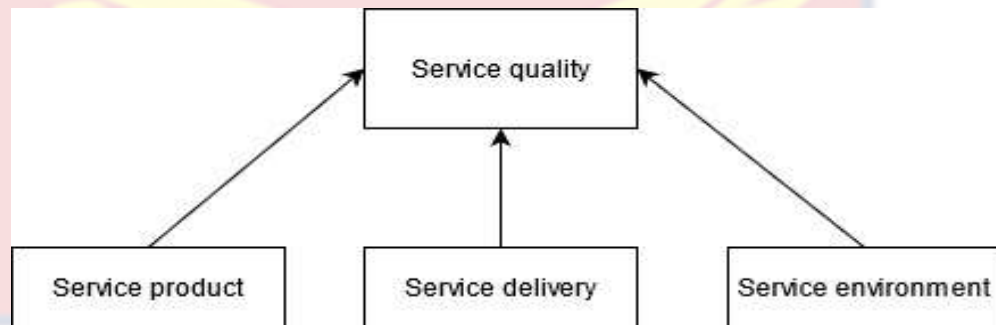
Figure 2: Service Quality Model (Rust and Oliver, 1994)

Parasuraman et al. (1985) proposed a model for service quality measurement by measuring the gap among perceived service as well as expected service. This is also founded on the disconfirmation model. In an exploratory study, Parasuraman et al. (1985) revealed five discrepancies among expectation as well as perception in service quality which should be quantified. They suggested using a gap analysis to assess service quality by determining the gap amongst expectations as well as actual performance. Following that, they identified five gaps that should be evaluated by businesses;

Gap 1: This is the knowledge gap which is the discrepancy between what consumers anticipate as well as what management thinks customers demand. This may be due to the absence of engagement between managers and consumers; lack of interaction between customer service representatives

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and management; a lack of consumer research; inadequate segmentation and a concentration on transactional rather than value-laden interactions.

Gap 2: This is the standards or policy breach, and it refers to the disparity between management beliefs of consumer expectations and applicable standards. Poor service layout, an inadequate physical environment, an unscientific service design phases, a failure to integrate service delivery to service placement, and a lack of management system to focus on consumer needs could all be contributing factors.

Gap 3: This is the delivery breach, and it refers to the disparity among service quality criteria and services provided. Inefficient employment, absence of autonomy, perceptions of control, and teamwork, role conflicts and friction, unsuitable assessment and remuneration, inability to balance market forces, and consumers' lack of awareness of their responsibilities and functions may all contribute to this gap.

Gap 4: This is the communication breach, which is the discrepancy between the service offer and the customer's communications. This could be attributable to a way of viewing every communication channel as unbiased; a failure to manage consumer expectations across all aspects of communication platforms; a failure to properly educate consumers; making false promises in special offers and through external surroundings; differences in processes as well as regulations across service members of the organization.

Gap 5: This is referred to as the perception breach, and it is the discrepancy between what clients expect and how they perceive the service. Consumers do not always grasp whatever the offering has done to them, as the

perception gap reflects. This is most likely to happen with credibility services, where judging service performance even after delivery is difficult.
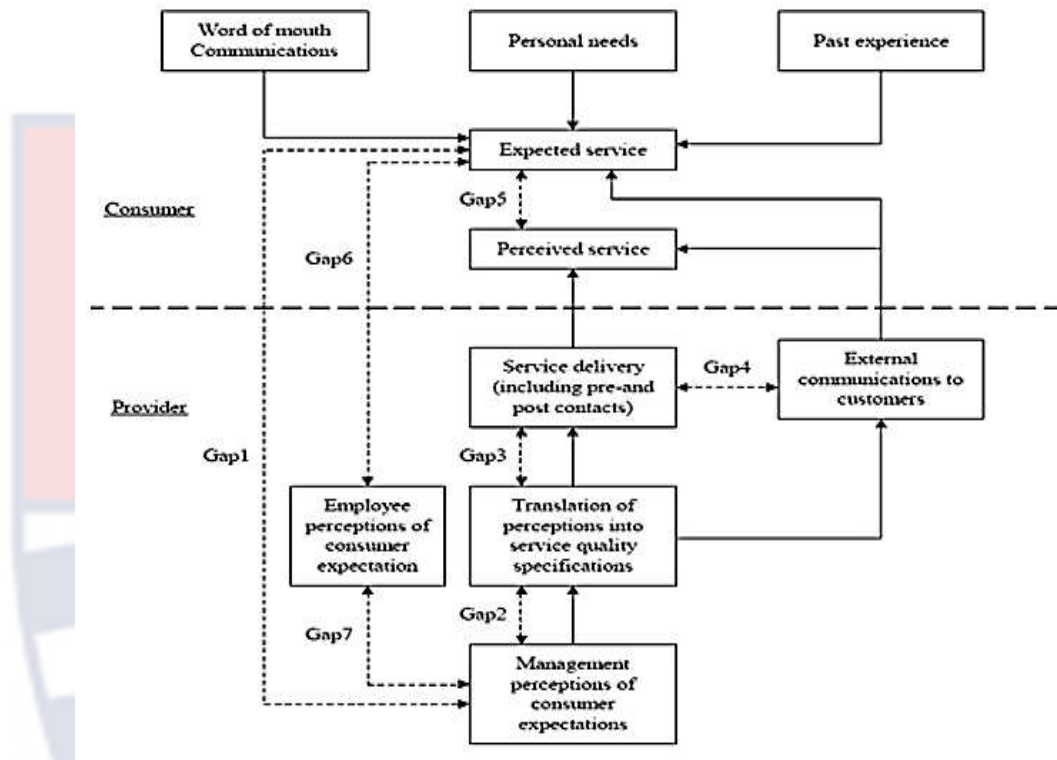
Figure 3: Gap Model (Parasuraman et al., 1985)

The service gap model, on the other hand, had limitations in terms of assessing the aspects and connections that govern service quality amongst internal clients as well as internal vendors within a service company. Frost and Kumar (2000) used this finding to construct an internal service quality gap model based on the gap model.

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FRONT LINE STAFF

Expected Service

Internal Gap 5

Perceived Service

SUPPORT STAFF

Internal Gap 1

Service Delivery

Internal Gap 3

Support Staff Perceptions of Front-Line Expectations

Translation of Perceptions into Service Quality Specifications
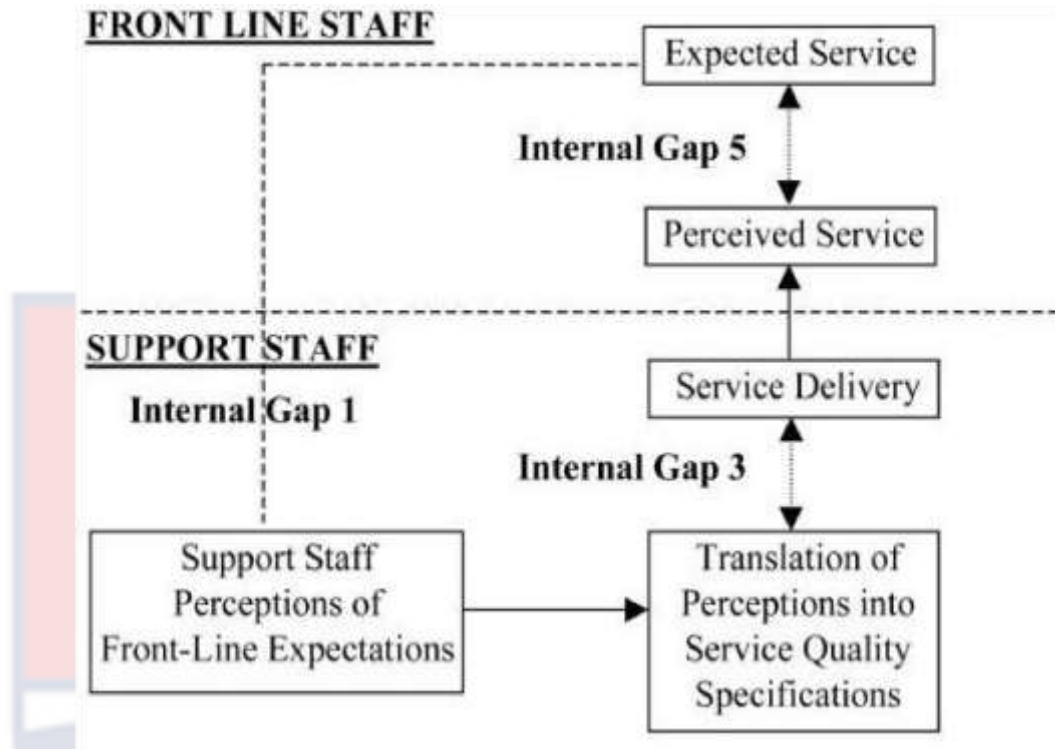
Figure 4: Internal Gap Model (Frost and Kumar, 2000).

The gaps model by Parasuraman et al. (1985) formed the foundation for the service quality model (SERVQUAL), which depicts the service management's position as just not understanding what consumers desire out of a corporate organization. To evaluate the gaps in their service quality model, Parasuraman et al. (1985) proposed the SERVQUAL model, which is made up of ten (10) aspects: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, comprehension, as well as tangibles. In 1991 and 1994, Parasuraman et al. changed the model, but the structure and theory remained same, with the variables simplified to five: reliability, responsiveness, assurance, tangibles, and empathy.

Reliability: It is the capacity to deliver on a promise with consistency and accuracy. Inferentially, the service company provides correct and flawless service to consumers from the start, and does it within the time frame given (Parasuraman et al., 1988). Moreover, reliability demonstrates how effective a

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service provider is in its operations and whether or not it fulfills promised pledges. Getting the customer's needs fulfilled quickly is crucial in this circumstance (Hameed & Anwar, 2018). Particularly, reliability implies that the business fulfills its commitments regarding delivery, service providing, issue resolution, and pricing policy. Customers desire doing business with organizations who deliver on their commitments regarding the caliber of their services (Anwar & Climis, 2017).

Assurance: It refers to staff' knowledge and kindness, as well as their capacity to earn consumers' trust and confidence. This indicates that consumers trust the organization and feel safe as a result of the employees' actions. Employees are also able to respond to clients' questions and are always kind. According to Parasuraman et al. (1988) included in the dimension of assurance are believability, trustworthiness and honesty by service providers. Employees' expertise, politeness, and capacity to engender confidence and trust are indications of certainty.

As a result, the hotel must show that it is reliable as well as worthy in order to earn the client's payment. The customer ought to remain comfortable when using a hotel's various services, and they also want to feel safe while they are there (Anwar & Louis, 2017). According to the study by Cronin & Taylor (1992) Customers ought to feel comfortable in any financial transaction, so employees must be trustworthy. This factor is especially vital for services that clients view as vulnerable or for services where the client observe uncertainty in the outcome (Anwar & Abdullah, 2021).

Tangible: It is the service providers' physical premises, technology, and look. The contentment of the company's physical infrastructure, technology,

employees, equipment, and physical presentation of the service are examples of tangibles (Parasuraman et al., 1988). Physical ambience includes the presence of the personnel, the paraphernalia, the facility, communication materials and any renovations. The cleanliness of the rooms, restaurants, wearing the appropriate attire, and employing disposable gloves is associated with the dimension of tangibles (Abdulla et al. 2017).

Responsiveness: It is a inclination to assist clients as well as give quick service. This describes the tendency of service company employees to support clients, react to their demands, inform consumers when services are delivered, as well as deliver quick service (Parasuraman et al., 1988). Response has to do with how prepared and available a company is to provide timely assistance and handle current issues. It stands out as having a propensity to help customers. Any inquiries from customers must be accomplished immediately; otherwise, their request might develop into a grievance. A crucial component of service quality for customers is the capacity of service providers to guarantee timely delivery of a service. This component emphasizes alertness and swiftness when reacting to requests from customers, questions they have, concerns they have, as well as other problems.

How quickly a business responds to consumer queries may be a good indicator of its responsiveness. The concept of adaptability as well as the ability to alter the service in response to customer appeals are also incorporated under the umbrella of responsiveness. Consumers' standards for timeliness may vary from those outlined in the organization's internal policy. To be attentive to customers, front-line workers at hotel receptions, waitresses,

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hosts, and guest relations must receive extensive training. (Anwar & Qadir, 2017).

Empathy: It entails providing customers with compassionate and personalized service. Empathy emphasizes employees' aptitude to comprehend consumers' glitches, act in their best comforts, as well as treat them as persons (Zia, 2022). It entails being approachable and communicating easily with service providers in order to better comprehend the demands of clients (Parasuraman et al., 1988). Implicatively, during the service encounter, the service providers strive to exceed their performance to make the client feel special as well as appreciated. (Bahadur et al., 2018). Murray et al. (2019) suggested that in order to demonstrate empathy, service providers must put themselves in the situation of the consumer.

The improved model was dubbed the RATER model by Parasuraman et al. (1994). The SERVQUAL approach relies heavily on the expectation design of service quality. The SERVQUAL model therefore, allows corporate organizations to study and identify the factors that are part of the customer's expectancy design. It is basically the alteration amid what is expected by consumers and the service they actually experienced. Consequently, corporate organizations can progress and consider this expectancy design ahead of time.
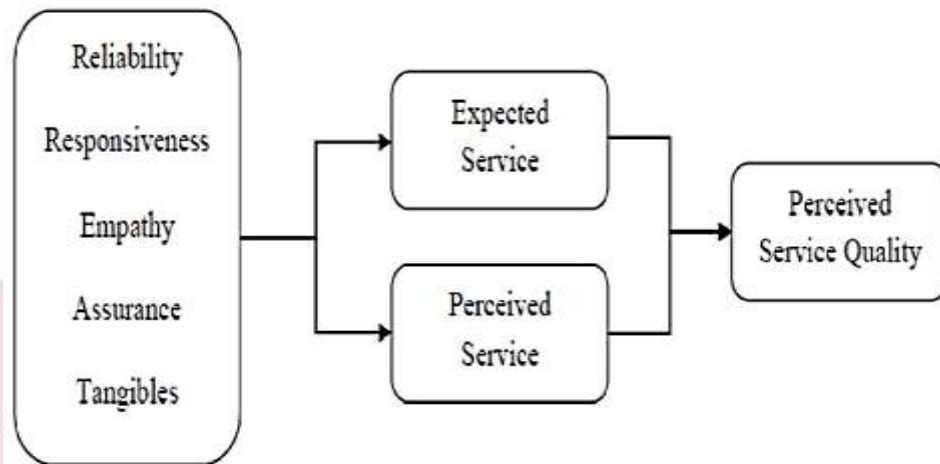
Figure 5 : SERVQUAL Model (Parasuraman et al., 1988)

The SERVQUAL metrics were utilized in the service quality gap, indicating that there is a alteration amid consumer expectations as well as service quality impression (Parasuraman et al., 1991). As a consequence, Yarimoghu (2014) underlined the following characteristics of services:

Intangibility: Pure services, with exception of tangible reality, cannot be seen, sampled, touched, heard, or scented before being purchased. Services are an abstraction that cannot be explicitly evaluated before being acquired; they cannot be appraised using any of the bodily senses. The intangibility of service is defined by Berry (1980) as the service provider's proposal of presentation promise. Some of the early studies on service marketing were skeptical about intangibility's qualities (Regan, 1963; Rathmell, 1966). However, the majority of academics agreed with it (Ziethaml et al., 1985; Edgett & Parkinson, 1993). Intangibility is still regarded as the most important feature of service (McDougall & Snetsinger, 1990; Vargo & Lusch, 2004).

Shostack (1977) opined that intangibility was limited since there are in most cases many physical objects associated with the presentation of service. Lusch (2004) also, suggested that because consumers do not make a difference between physical and non-tangible proposals, intangibility reflects an

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inadequate perspective. However, Lovelock (1992) suggested that even though, service involve physical actions, the presentation of the service is basically intangible. Therefore, understanding clients' perceptions and evaluating service quality is challenging as a result of the intangibility perspective. (Ding & Keh, 2017).

Heterogeneity: Edgett and Parkinson (1993) suggested that heterogeneity as a characteristic of services relates to the challenge of standardization. In extant literature, heterogeneity is associated with contrasting outlook of services: Implicatively, it is the consequence of offering presentation of dissimilar persons and offering presentation over a period of time (Zeithaml et al, 1985; Kotler, 1994; Palmer & Cole, 1995). Heterogeneity is also, related to diverse involvement of customers (Palmer & Cole, 1995). Heterogeneity is restricted due to the numerous opportunities for standardization in services that reduces heterogeneity (Lovelock & Gummesson, 2004). However, Ziethaml et al. (1985) suggested that the quality and the importance of service can diverge from one person to another. Consequently, contingent on the parties involved, the same needs could be met in different ways (Fang & Dong, 2021).

Inseparability: the characteristic of inseparability was suggested by Say (1836). Say contended that the presentation and utilization of service transpire at the same time. Similarly, Berry (1980) believed that for the benefit of the service to be achieved, the service provider and the consumer should communicate. Similarly, Fang and Dong (2021) indicated that because client involvement in the service process is so closely entwined with that of the service providers, service firms cannot fully control the quality of the services

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they deliver. Inseparability, however, is limited, according to Lovelock and Gummesson (2004), because there are multiple detachable services to explain rationalization that inseparability is a special quality of a service.

Perishability: Perishability has been linked to the impossibility of obtaining storage services (Vargo & Lusch, 2004). Edvardsson et al. (2005), on the other hand, believed that recall of service presentation could last for years. Following this line of reasoning, Lovelock (2000) proposed that service presentation within the context of perishability should be distinguished from continual gain.

Ownership: The intangibility and perishability traits are linked to the inability to possess a service. When a service is rendered, the provider does not transfer ownership to the customer. The customer is simply purchasing the right to a service process, such as the use of a parking lot or the time of a lawyer (Wirtz & Lovelock, 2016).

The SERVQUAL model is an important tool for executives to use in determining areas where service quality gaps exist and where managers will most likely intervene (Seth et al., 2005). Despite its promise and extensive application in terms of weights, comprehending the internal consumer, and comparing services and performance across time, the SERVQUAL model has been criticized both theoretically and operationally (Carman, 1990; Cronin & Taylor, 1992, 1994; Cutbert, 1996; Lee et al., 2000).

Several scholars have questioned the use of the disconfirmation world view as a foundation for evaluating service quality and have underlined the independent role of perceptions on service quality judgments (Carman & Taylor, 1992). Carman and Taylor (1992) argued that their new assessment

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instrument SERVPERF, which exclusively evaluates service quality perceptions, is superior to the SERVQUAL. Moreover, several studies have indicated that performance only metrics outperform difference score measures (Palazzo et al., 2021; Diaz-Santamaria et al., 2022).

One of the SERVQUAL's most notable flaws is its dimensionality. Several research failed to identify the service quality attributes specified by Parasuraman et al. (1988) in different settings (Vandemme & Leunis, 1993). Carman (1990) defined a slew of service quality characteristics and stressed the complex scenery of some services. Nevertheless, Parasuraman et al. (1991) acknowledged that the dimensions had a number of inter-relationships.

The adoption of an expectation disconfirmation model as a foundation for the SERVQUAL, according to Cronin and Taylor (1992), is not appropriate. In its place, an attitude model of service excellence should be used. This viewpoint is shared by Lacobucci (1994), who claimed that it is difficult to understand what temporary assessment of service quality and satisfaction are if not attitudes in a universal psychological sense. Quantifying the gap between expectation as well as perception, according to researchers, is not a psychometrically sound way to get a better estimate of service quality (Brady & Cronin, 2001a). Other academics believe the SERVQUAL paradigm is inappropriate for retail stores since they deal with physical goods rather than services (Faria et al., 2022; Gupta et al., 2022).

Cronin and Taylor proposed the service performance (SERVPERF) model (1992). The SERVPEF theorists proposed a performance-based metric and demonstrated it using the disconfirmation model (Cronin & Taylor, 1992). Cronin and Taylor introduced the advanced model, arguing that the sole

criteria that should be examined for service quality is performance. Furthermore, Cronin and Taylor reasoned that service quality is a consumer's perception of the service consequently, the performance (perceived service) of the service should be the only way to measure it. They also claimed that service quality is a prelude to consumer behaviour, a claim previously made by Howard and Sheth (1969) in their consumer behaviour theory.

The SERVPERF model was created to address the SERVQUAL model's operationalization and dimensionality limitations. Cronin and Taylor (1992) updated their approach to measure performance (perceived service) using the same SERVQUAL categories as before: reliability, responsiveness, assurance, tangibles, and empathy, rather than the "expectation-perception" discrepancy. Inconsistent SERVQUAL variables and a relatively precise SERVPERF assessment for service quality were discovered in the study (Seth et al., 2005; Cronin & Taylor, 1994). The SERVPERF model, on the other hand, is limited in terms of recognizing areas associated with service quality gaps for likely intervention by managers (Jain & Gupta, 2004).

Similarly, Philip and Hazlett (1997) suggested a hierarchical structure model called the pivotal core as well as peripheral elements (P-C-P) for assessing service quality. The model was based on pivotal, core as well as peripheral elements of service quality. Pivotal elements which were the most significant aspects that influence service quality were observed as productivity, whereas core and peripheral elements were observed as inputs as well as processes. These elements were shown in the form of a triangle. Pivotal elements of service quality were at the pinnacle, core elements of service quality were at the next stage, and peripheral elements of service

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quality were at the base side of the triangle. Consequently, the extent of significance reduced from the pinnacle to the base.
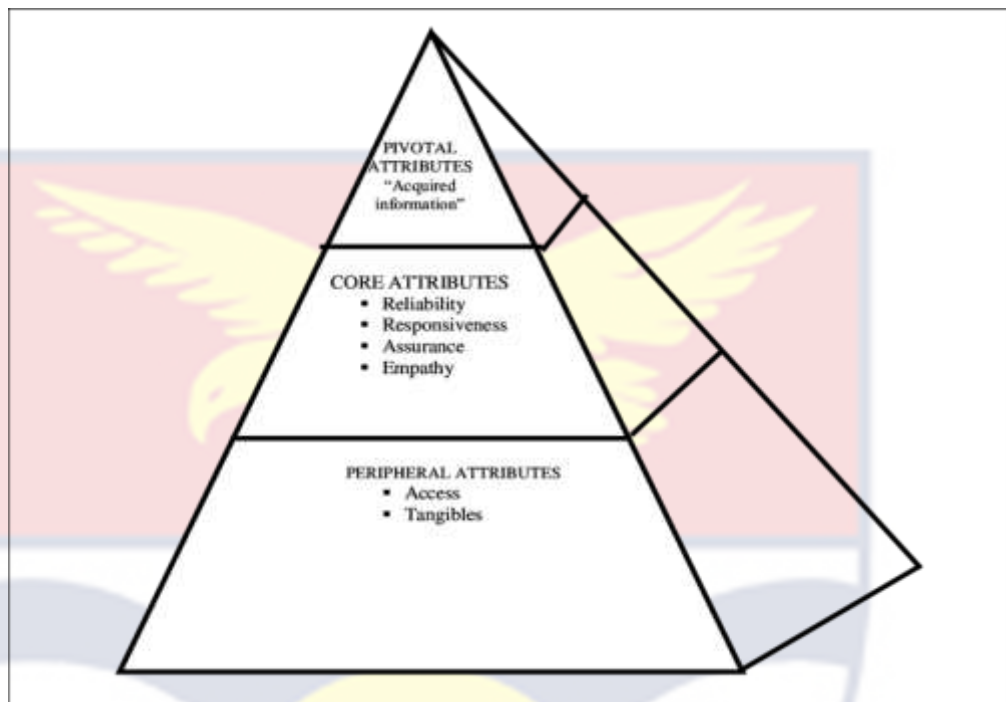
Figure 6: PCP Model of Service Quality
Source: Philip and Hazlett (1997)

A diversity of service quality models has been modified for hotels as an indication of the lack of universal applicability of the SERVQUAL model (Hsu et al., 2021). The LODGESERV, a variant of the SERVQUAL was proposed by Knustson et al. (1990), DINESERV was suggested by Stevens et al., (1995), the HOLSERV was suggested by Mei et al. (1999) and consumption value-based service quality model by Hsu et al. (2021). The evolving models have been verified and acknowledged in industrialized nations such as Japan, china, Hong Kong, Australia and the United Kingdom (Chaturvedi, 2017). However, the applicability and suitability of using these models in the hotels of developing nations have not been adequately tested.

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Consumer Behaviour Theory

The theory of consumer behaviour is significant for a business to know and appreciate the consumers' response towards different product features, price and advertising appeals, as well as their consequence on the products' competitive edge over competition (Ferdoko, 2019). Traditional and modern consumer behaviour models are the two most frequent types of consumer behaviour models. Economic, learning, psychoanalytic, and sociological models are examples of traditional models. The contemporary models are the Howard Sheth model, Nicosia's Stimulus Response Model, as well as Engel, Blackwell, and Minard model. The Howard Sheth model of consumer behaviour is consistent with this research (Howard & Sheth, 1969).

The idea of consumer behaviour was proposed by Howard as well as Sheth (1969). The hypothesis is unquestionably one of the most current and unique theories of purchase behaviour. The theory is an intricate synthesis of the diverse social, psychological, and marketing influences on consumer decision into a logical information processing structure. According to Howard (1977), the theory tries to provide an empirically testable description of consumer behaviour as well as its results to explain consumer behaviour in terms of cognitive functioning.

Furthermore, the theory tries to explain the rationality of a consumer's product choice in the face of insufficient information and limited cognitive capability. It also examines the exterior manifestations of behaviour reactions and thought processes that are difficult to observe directly. The stimulus inputs, hypothetical constructs, reaction outputs, as well as exogenous factors are all covered in four steps in the theory (Stefko & Steffek, 2017). The

sensations and information signals that impact or attract customers to the product are input variables. Advertisements, appealing sales promotion methods, media stories, or the opinions of friends and family may all be examples. Significative stimuli, symbolic stimuli, and social stimuli are the three categories of input variables in the Howard Sheth model.

Marketing stimuli, such as product attributes and marketing methods, are significative stimuli. Moreover, quality, pricing, distinctiveness, availability, and services are among the significative stimuli. The significative stimuli are the strongest and the most influential variables. The symbolic stimuli are the consumer understanding of the significative stimuli. These include quality, price, uniqueness, availability and services. Implicatively, the significative stimuli are redefined by the buyer and are accepted on the basis of their interpretation. The social stimuli are the social variables that impact and draw customers to a product. The social stimuli are elicited by human social interactions. Family, peer groupings, and social status are examples of the social stimuli (Stefko et al., 2018).

The hypothetical constructs explain the complex state of mind, of the consumer. They are where the psychological processes are taking place. The information cues are evaluated on the basis of attitude, perception and motives. It explains the way the consumer compares information about variable products in order to choose the best which they feel fit their needs. The model states that the information process taking place in the mind of the consumer is a two-step process. On one side the perception about the product is created and on the other side the attitude and the purchase intention are developed. The model explains these two as perceptual construct and learning

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construct. The output of the perceptual construct is the formation of a perception towards the product.

The perceptual construct includes overt search, stimulus ambiguity, attention and perceptual bias. The perceptual construct is based on how the individuals view and reacts to the input variables' information. The acknowledged information may not be worthy of consideration, and the absorption is based on perceived ambiguity and a lack of meaning in the information received (stimulus ambiguity). This ambiguity may arise as a result of an explicit inquiry for product information. Consequently, the acknowledged information may be twisted according to the purchaser's personal basis of comparison and predisposition (perceptual bias).

The stages of buyer attitudes, views, and brand comprehension in a purchase context are elicited by the learning construct. Learning is the basics of behaviour and learning makes changes in behaviour. Learning is therefore relevant in the case of buying behaviour of consumers (Sun et al., 2022). The interaction of buyer motives, choosing criteria, brand learning, brand attitude, as well as confidence are connected to buying decision results in the purchase objective. Moreover, the motives are representative of the buyer's objectives in relation to the purchase process. These could be the cornerstone of important requirements.

Attitudes regarding current brand alternatives in the buyer's aroused set contribute to the buying purpose, and this leads to the planning of an order of choice with reference to these brands. The buyer's level of confidence, preference criteria, and purchase intentions all contribute to the objective of purchasing. The model incorporates gratification as a learning response factor,

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which relates to post-purchase evaluation and reinforces label awareness and sensitivity.

Under the learning construct, the Howard Sheth theory of consumer behaviour suggests three stages of making decisions: the first level defines comprehensive problem solving. The client would not have any general details or understanding about the product at this level, and they will not have any brand preference. In this circumstance, the consumer will research all of the available brands before making a purchase. However, doing extensive searches can be expensive, and people will often avoid doing them if they think the results would be unreliable (Svatosova, 2020). The perceived uncertainty is defined as the degree to which the consumer cannot precisely envisage the outcome of the transaction (Horvath et al., 2022).

Limited problem solving is the second stage. Consumers who have little or no knowledge of the market or only a rudimentary understanding of what they want to buy are in this situation. Some comparative brand information is required in order to arrive at a brand preference.

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Figure 7: Theory of Consumer Behaviour (Howard and Sheth, 1969).

A habitual (routinized) reaction behaviour is the third stage. At this level, the consumer is quite knowledgeable about the many brands and can distinguish between the various attributes of every item, and they have already decided to buy a specific good or service.

The output variable consists of a hierarchy of responses ranging from attention to purchase. The buying act is the unmasked act of purchasing that results from attention, brand understanding, brand attitude, and purchase intention. Exogenous variables, which are not distinct but are seen as a uninterrupted, are also included in the model. The foregoing explanation affects some of the concepts and results in the output. The exogenous variables are the social factors which affect the consumer buying behaviour. These include variables such as social setting, social class of the consumer, culture prevailing in the society, income level of consumers, the character trait of the consumer, the pressure of time, and status.

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The model states that the exogenous variables may affect the consumer buying behaviour throughout the buying process. Thus, these variables have bearing on all the constructs discussed and either directly or indirectly influences the output. Even though, the exogenous variables do not directly reflect in the decision process, they help buyers to make a purchase decision. However, the consumer behaviour theory is limited in terms of its ability to explain the exogenous variables and the changes that occur in them (Boland, 1978).

Personality Traits Theory

Modern trait theory's rudimentary principles are really not novel. Their history can be traced back to antiquity (Kabigting, 2021). They owe a lot to three founders of personality psychology: Gordon Allport, Raymond Cattell, and Hans Eysenck, in their contemporary form (Shang et al., 2016). When they were both academic employees at Harvard University, Cattell was influenced by Allport early in his career. Allport (1937) famously suggested that in everyday life, no one, not even a psychologist, believes that underneath the action of a mature person there are characteristic dispositions or traits.

Allport described a trait or disposition as a broad neuropsychic framework (unique to a person), with the potential to make various inputs functionally comparable, and to launch and direct continuous (equivalent) patterns of adaptive and stylistic behaviour. Implicatively, a trait specifies the process of filtering information via the self in order to impose a personal pattern on the environment, such as when a trait-anxious individual interprets a set of stimulus as a danger. Traits also produce reaction consistency in the

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service of adaptive and expressive purposes. These are still the foundational principles of modern trait theory.

The word "peculiar to the individual" is significant because it alluded to Allport's idiographic approach to attributes. Trait theory has been usurped by nomothetic approaches that seek to identify traits that are expressed for all persons, despite the fact that most of social-cognitive personality psychology has respected this viewpoint. Similarly, MacCrae (2018) defined traits as biologically based propensities that influence a person's unique response to life and, as a result, produce over time generally consistent patterns of thoughts, feelings, and behaviours.

Raymond Cattell (Cattell, 1973; Cattell & Kline, 1977) is credited with being the most articulate initial proponent of the idea that the main features of personality can be designated by a sequence of distinct categories. Quantitative measurement methods based on factor analysis of questionnaire responses as well as other kinds of personality data are intrinsically related to Cattell's personality theory. Cattell's work on trait models is still influential. These models have four distinguishing characteristics.

To begin, the source feature must be separated from superficial consistency in behaviour or visible traits as a latent construct with causal force. Second, personality models ought to be pyramidal; general characteristics like extraversion and anxiety should be distinguished by clusters of more closely defined main traits, such as dominance, surgency, and venturesomeness in the case of extraversion. Third, personality must be distinguished from other types of individual variations, such as ability, motivation, and mood swings. Fourth, situational conditions reduce the impact

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of personality traits on behaviour. There is still debate about whether statistics could ever comprehend human personality (Pervin, 2002), as well as the conceptual and measurement implications that are fundamental in trait evaluation (Barrett, 2005). However, among most modern trait theorists, the four elements of Cattellian theory described remain fundamental thoughts.

Hans Eysenck is the third member of the trio (Eysenck, 1957, 1967). His debates with Cattell about the ideal multitude of elements (Eysenck absorbed three broad dimensions, extraversion, neuroticism, and psychoticism, as associated with Cattell's 16 primary factors and several secondary factors) were indeed a precursor towards the multitude of factor problems that have plagued the field ever since. Cattell and Eysenck's theories and constructs, on the other hand, should be viewed as complementing rather than mutually conflicting (Eysenck, 1984).

Furthermore, there are ongoing challenges in the domain that must be addressed. There is a very common trait analysis, normally available from social psychologists, which are well-known enough not to require duplication (Cervone & Caprara, 2000; Pervin, 2002). Perhaps, the most extensively accepted personality theory held by the field of psychology is the Big Five personality traits by MacCrae and Costa (1987) which is considered a benchmark for the theory of personality traits (Leong et al., 2017). The theory suggest that personality can be pruned to five core aspects.

Unlike other trait theories such as the 3M model of personality (Mowen, 2000), the A/B personality type model (Friedman & Rosenman, 1950) and the Myers Briggs dichotomies of personality (1942) that sort individuals into dualistic categories (introvert or extrovert), the Big Five

theory assets that each personality trait is a continuum. For example, extravert is a trait existing in vital personality studies. All people display some level of extraversion, but some people are more extravert than others. The Big Five traits are: extraversion, agreeableness, openness, conscientiousness, as well as neuroticism.
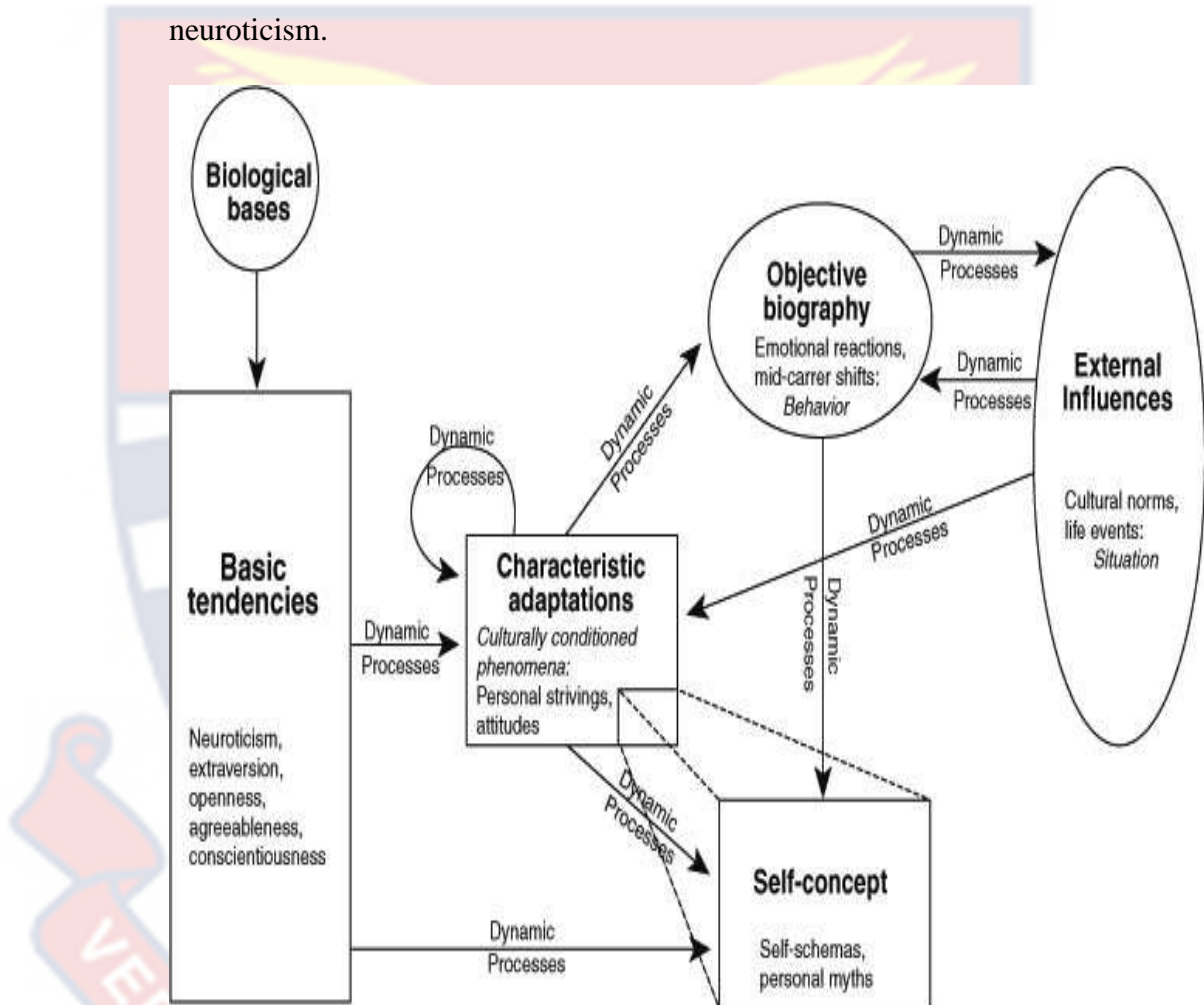
Figure 8: A Schematic Representation of the Personality System (Macrae & Costa, 2016)

Conscientiousness: It denotes the extent to which a person's perception is organized. Orderliness, planning, and control are characteristics of high scores (Baiwa et al., 2017). Conscientious individuals have a proclivity towards avoiding danger and risk. Their achievements in life are frequently linked to their efforts at persistence and preparation (Ojedokun, 2018).

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Individuals with poor scores seem to be more driven to let morality take care of itself, and are hence stereotyped as more impulsive as well as spontaneous. The benefits of high conscientiousness in terms of employment and study are clear, but a person with a very high level of conscientiousness could also be predisposed to perfection and workaholism. Ego, neatness, discipline, accomplishment seeking, identity, and caution are all aspects of conscientiousness (Hatzithomas et al., 2019).

Agreeableness: It refers to a person's intellect of friendliness. Top achievers show genuine concern for others and are gentle, loving, and sympathetic (Ojedokun, 2018). They are naturally caring and considerate. They prefer to work together rather than compete. Those with lower ratings are more likely to be cynical, self-serving, and uninterested in other people's pleasure. They are also less likely to be worried in daily life. As a result, nice people are liked more than unpleasant individuals. Low levels of agreeableness, on the other hand, have been demonstrated in research to be beneficial in leadership, management, legal vocations, the military, and some sciences. The characteristics of agreeableness are trust, sincerity, altruism, cooperation-compliance, modesty, and sympathy (Soto, 2018).

Neuroticism: It refers to a person's propensity for a depressed and pessimistic mindset. When it comes to negative feelings and responses, high scores have such a low standard. Because their distinctions are readily ignited, they are more prone to experiencing more rage and melancholy (Ojedokun, 2018). People with neuroses are more likely to see unclear or confusing circumstances as dangerous (Bornstein, 2018). If confronted with terrible news, people with a low score are much less likely to be brought down by

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hardship and demonstrate strong calmness and tranquility. Having lower score in neuroticism may thus be beneficial, but on the other hand, being exceedingly low in neuroticism may predispose a person to be excessively carefree, and prone to misjudging possible threats in the surroundings. Fear, impatience, immoderation, ego, recognized as a separate, and sensitivity are all aspects of neuroticism.

Openness: It relates to a person's proclivity towards both new and traditional ideas, attitudes, perspectives, and experiences (Soto, 2018). High scoring are more innovative and original, whilst low scorers seem to be more conventional and grounded. High openness is frequently regarded as desirable in the global societies of urban centers, while a lower openness attitude is regarded as being less attractive (Baiwa et al., 2017). Nevertheless, research has also shown that based on the job, either maximum and minimum degrees of openness can be beneficial. High degrees of openness may be good in artistic pursuits and investigation, but low levels of openness are helpful in accounting, law enforcement, and commerce. Imagination, artistic curiosity, emotive inclination, experiment, intellect, and variety acceptance are all aspects of openness (Esmaeelinezhad & Afrazeh, 2018).

Extraversion: Elevated concentrations of highly directed activity define people with really high extraversion scores. They are vivacious, gregarious, pleasure-seeking, and talkative (Hatzithomas et al., 2019). Individuals with limited scores are much more cautious, quiet, low-key, and subdued, whereas those with higher levels are more outgoing. Additionally, introverts may require more solitude to feel at ease. Extraversion is described as outside directed activity in the five component model and should not be

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confused with pro-social behaviour. Because of their high social intensity, extraverts are more likely to participate in relationships. They typically exhibit a high level of convinience in articulating themselves in many social contexts, circumstances, enabling them to interact as well as form stronger bonds with others (Bornstein, 2018; Ojedokum, 2018).

People with lower extraversion ratings must not be considered antisocial or uninterested in others because extraversion does not represent the extent to which a person assumes a sincere interest in another. They actually require lesser stimulus from the outside world and prefer to spend more time alone. Introverts are more reserved, low-key, and deliberate. Positive feeling, excitement seeking, activity level, assertiveness, gregariousness, and warmth are all aspects of extraversion. However, these Big Five personality traits are limited with respect to predicting of specific behaviour and the adequate description of a person's life (Paleczek et al., 2018).

The Concept of Service Quality

The term "quality" has indeed been described in a variety of contexts. The most extensively acknowledged definition of quality is that it is the consumer's valuation of a firm's service excellence and the display of its essential qualities in comparison to other competing organizations (Taylor & Baker, 1994). In a related manner, Han and Hyun (2015) conceptualized quality as tourists' evaluations of a particular tourism service's quality and its presentation in comparison to that of competing options. Quality is theorized as perceived quality, which is based on the value judgment of the consumers (Palmer, 2008). As a result, quality is proposed as a concept which is evasive and blurred (Abdullah & Afshar, 2019).

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Quality, as previously stated, is the evaluation of customer experience in respect to competitiveness. The concept of quality has been explored as a factor of repurchase intent (Park, 2007). It is, worthy of note that consumer behaviour is influenced by quality (Namukasa, 2013, Al et al., 2015). In the extremely competitive hotel industry, service is one of the mainly crucial components for achieving a sufficient strategic edge and gaining clients' confidence (Markovic & Raspor, 2010; Naseeem et al., 2011). Usually, it has been observed that regulating a service while at the same time modifying it proves to be unrealistic (Almodovar, 2012). This is because modification endeavours to satisfy the requirements and inclinations of the services being provided (Kasiri, 2017).

The usual tactical choice of service design view regulation to be appropriate for concentrating marketing efforts on consumers who are faced with standardized service offerings. Kasiri (2017) further suggested that this usually tactical choice perceive regulation to be appropriate for concentrating marketing efforts on precise consumer traits as well as extensive consumer contact with data from precise consumers for a distinctive service. This contrast has led to the supposition that any effort to advance service quality by amalgamating modification as well as regulation will be an exercise in futility. Nonetheless, this contrast is believed to be reunited based on Gronroos' (1984) service quality model where there is a chance to integrate modification as well as regulation into a solitary framework.

It is worthwhile noting that one of the services that merge regulation and modification is the hotel service (Wang et al., 2010). For example, in the hotel industry, regulation helps employees to circumvent slipups in the process

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of providing modified service. As shown by Parasuraman et al. (1988), service quality is determined by client expectations of a service company's presentation and assessment of the services obtained. Service quality is designated by Bashir et al. (2020) as a comparison from what customers expect with their insights of the performance of service providers. However, Saleh et al. (2021) suggested that the idea of service quality is a discrepancy among consumer's expectation of the service provider as well as their valuation of the services.

In this research, service quality is characterized as a type of mindset that represents a consumer's lengthy comprehensive appraisal of a service following a service interaction. In any hotel, service quality has a substantial influence on success (Al-Ababneh et al., 2018). Consequently, a hotel will not be able to compete in this market unless it can please its guests with good service (Narangajavana & Hu, 2008). Hotels are regarded as a essential constituent of the tourism sector since they fulfill the most fundamental prerequisite of guests, which is accommodation (Prabhu et al., 2020). Therefore, customers will have a favourable service experience and may return if the hotel service providers are able to provide the proper grade of service in this situation (Sultan et al., 2020).

In the hospitality sector, quality of the physical ambience, service and diet are regarded to be vital quality ingredients (Chua et al., 2015). The total quality of a hotel is primarily comprised of visible and undetectable experience (Mattila, 2001; Ryu & Han, 2010). Service quality is used as a point of difference among rivals in the hotel business, and it plays an essential part in improving operating effectiveness and spawning enhanced success (Ali

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et al., 2017). Consequently, service quality has been recognized as a critical aspect in business presentations, which hotels should successfully manage (Kapiki, 2012). Dependability is a factor in the delivery of services in the hotel industry, so attention should be paid to people management, particularly the interactions between clients and staff (Abdullah, 2018).

Due to the multi-dimensional character of the notion, its shifting contributions, as well as the multiplicity of models employed for its dimension, service quality in the hospitality sector is frequently misunderstood (Pizam et al., 2016). In quality measurement works, the concept of service quality is strongly rooted. The ISO 900 standard, which was shaped as well as made accessible by the International Organization for Standardization (ISO) to describe, implement, as well as maintain effective quality control processes for the service industry, is an instance of this institutionalization. It is worth noting that the ISO 900 standard is more concerned with corporate procedures than with client satisfaction. However, it does provide clients with a quality assurance (Kensbock, 2017). Improved service quality promotes clients' routine behaviour, which has an impact on customer loyalty, such as repurchase intent and expression referrals to potential consumers (Gallarza et al., 2011).

Consumers are considered to be keen to stay with their current service providers if they have a positive service quality experience (Liu et al., 2020). Therefore, a strong source of competitive edge in the service sector, including the hotel industry, is service quality (Woratschek et al., 2020). Furthermore, competitive advantage is created by the service platforms' dependability and quality of service (Iqbal et al., 2018). Employee trust is essential in the hotel

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service industry to eliminate unpredictability (Chuljae & Jialei, 2021). Therefore, maintaining trust relationships with two groups is essential for providing high levels of customization in hotel service management: front-line staff and service companies in contact with consumers (Xu, 2022).

The Concept of Consumer Behaviour

Individuals' cognitive, psychological, and bodily behaviours whenever consumers choose, buy, consume, and scrap products in an attempt to fulfill their requirements as well as desires are referred to as consumer behaviour (Keng, Tran & Lethi, 2013; Pinki, 2014). Consumer behaviour is also, a multifaceted subset of marketing distinguished by the investigation of consumers in the acquisition, consumption as well as the disposal of goods, services and experiences (MacInnis & Folkes, 2009). Consumer behaviour, as defined above, is the mental, affective, and physical behaviour that potential and present customers exhibit when looking for, acquiring, using, evaluating, as well as scraping of products to meet their needs and preferences. Therefore, businesses must be able to change in response to changing consumer demands, especially in unusual situations (Tao et al., 2022).

The assertion that consumer behaviour is one of the most important aspects in surviving and succeeding in the global services industry is really not novel (Lin & Lu, 2010). Service providers continue to allocate substantial resources in recognizing as well as exploiting numerous indicators that predict consumer behaviour, particularly service reliability as well as consumer delight (Gonzalez, 2015). With the awareness that the value of retaining consumers is much less than the cost of tempting prospective consumers and could be more profitable in the future, consumer behaviour has emerged as a

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key issue for services marketing (Namukasa, 2013). Consumers' post-purchase behaviour is heavily influenced by the visibility of service use, notably in the case of hotel services (Han et al., 2016). Consumer behaviour research suggests that customers make sensible decisions (Solomon et al., 2013). The classical economic theory, which considers the consumer as a rational individual who behaves logically while purchasing a service, serves as the foundation for building this rational argument (Elsaber & Wirtz, 2017).

Consumers normally take part in routinized purchase behaviour after assessing whether their service experience is acceptable or delightful (Ali et al., 2016). However, when consumers feel malcontent with the service experience it leads to a reduction in their positive behavioural objective (Han & Ryu, 2012). Internal and external components may affect the routinized behaviour of consumers. The internal components are trust and customer attitude towards the service experience, while the external components are other people's attitude as well as the circumstance of place of purchase (Kotler & Keller, 2016). Customers are sometimes referred to as consumers in the study of consumer behaviour since there is a transaction through one individual to the other as a solution to a need or want, whether they are purchasers or users (Yakup, 2014).

Prior to 1969, the majority of consumer behaviour research came from psychology and economics, particularly Abraham Maslow's A Theory of Human Motivation (1943), Herbert Simon's A Behavioral Model of Rational Choice (1955), and Ernest Dichtor's Handbook of Consumer Motivation (1964). Most of these scholars seldom center their investigations on marketing specific issues such as the consumer or consumption (Malter, 2020). Yet their

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works were vital to the progress of consumer behaviour investigation (Wilkie & Moore, 2003).

In the late 1960s, academics described the purchaser as an electronic brain that processes data in respect to specific rules that incorporate economic logic to configure a propensity towards one or the other alternative in an attempt to make a product choice (Malter et al., 2020). This insight was demonstrated in a variety of ways. First, John Howard devised a model of buyer behaviour in 1963, which was then expanded upon by Howard and Sheth in 1969. To name a few, Engel Kollat & Blackwell, Franco Nicosia, Alan Andreason, Jim Bettman, and Joe Cohen all studied consumer behaviour (Concari et al., 2020). Howard's considerable innovation was a scheme that was based on the investigation by Plato (Linkages among Cognition, Affect and conation) and was laboriously affected by the theory of Organizational Behaviour as suggested by Herbert Simon (Browder et al., 2017; Malter et al., 2020).

Following that, the traditional significance of the consumer's rationality began to progress in two main processes: first, the behavioural economics fronted by Kahneman & Tverky (psychologists) in 1974 and in economics by Thaler in 1978 questioned the rational thought of buyers as stakeholders (Grayot, 2019). Thaler's work was dubbed "new" behavioural economics (Sent, 2004). Many commonly employed decision heuristics have been found to deviate from rational choice and are anomalies to classic economic rationality assumptions. Therefore, this pattern demonstrates a consumer's understanding of financial judgment (Lynch Jr, 2011). Second, the emerging experimental approach, as proposed by Alderson Levy, expanded by

Holbrook as well as Hirschman, and enhanced by Schnitt, Pine, and Gilmore, saw customers as having feelings and weaknesses rather than being electronic brains preoccupied with hedonic elements of consumption (Chen et al., 2020).

In recent years, technology advancements have had a significant influence on the shape of consuming, as the consumer journey has evolved to include engagement on digital platforms that complement interactivity in service delivery (United Nations report on economic challenges and opportunities, 2020). This change raises an important theoretical issue in understanding how technology changes affect consumption (Sima et al., 2020). Furthermore, this paradigm change allows scholars to gather additional information at various phases of the decision-making process, allowing for behavioural analysis in previously unavailable ways (Appel et al., 2019).

Several concepts have recently emerged as fundamental components that are influenced by consumption (Cohen et al., 2013; Qazzati, 2020). A variety of reliable theories from social psychology were accepted into consumer behaviour research in order to better understand these notions. Self-construal (Markus & Kitayama, 1991), regulatory focus (Higgins, 1998), construal level (Trope & Liberman, 2010), and goal systems (Krugtanski et al., 2002) are all social cognition frameworks used by consumer behaviour researchers to investigate the psychological processes that underpin consumer behaviour (Wang et al., 2020). The incorporation of social psychology theories into consumer behaviour creates symbolic links that amplify the ideas even more (Malter et al., 2020).

Future suppositions in relation to consumer behaviour might principally be clustered into three major expanses; numerous researchers feel

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that the same core concepts will be scrutinized at a more precise level from different views we presently cannot use due to methodological limitations (Sima et al., 2020; Apel et al., 2020). A second school of thought forecasted that much of the investigations would focus on the imminent crisis confronting the world today such as the environment, economic and social issues (Mehta et al., 2020; He & Harris, 2020).

The final group predicted that artificial intelligence will have a significant impact on consumers' lives by 2040, and that artificial intelligence and other technology-related issues will be key topics of debate in consumer research (Sima et al., 2020; Devenport et al., 2020). Rather than providing a plethora of conveniences and experiences, technology is projected to become more intertwined with consumer thinking, identities, and personal relationships (Malter et al., 2020).

The Concept of Behavioural Purchase Intention

Behavioural purchase intention is the preparedness and inclination to purchase goods or services (Ajzen, 1985). Aaker (1991) suggested that behavioural purchase intent is the propensity to execute a specific action and this serves as an important factor to forecast consumer behaviour. Similarly, Paul et al. (2016) posited that behavioural purchase intention is the stumulus in perception to splurge attempts in following and executing a specific behaviour. From the aforementioned, behavioural purchase intent is the disposition by the end user to make purchase decisions in relation to a product offer. It is important to note that behavioural purchase intention is an antecedent to consumer behavior (Abbasi et al., 2020a, 2020b).

Behavioural purchase intention is a restricted thought for buying goods and services in future (Hossein & Norouzi, 2017). The positive approach and disposition of consumers towards a good or service affects their behavioual purchase intention (Alharthey, 2019). Zeithaml et al. (1996) classified behavioural purchase intent into two important categories: desirable behavioural purchase intent, which is affiliated with conclusive recommendations from friends, suggesting, displaying loyalty, as well as purchasing more of the good or service. Unfavourable behavioural purchase intent, on the other hand, is linked to negative recommendation, switching to other firms, filing complaints with external regulatory agencies, and seldom business with the firm.

Moreover, Laroche et al. (1996) posited that the consumer's thought of purchasing a brand as well as supposition to purchase a brand can be utilized to determine behavioural purchase intention. Consequently, behavioural purchase intention can be used to evaluate the planning and execution of contemporary distribution channel in an attempt to aid managers in assessing the need to further decide and develop the geographic markets and consumer segments to be targeted (Morwitz et al., 2007). They are significant because behavioural purchase intention is a critical precursor of actual behaviour (Montano & Kasprzyk, 2015; Wu et al., 2020). Consequently, this study is of paramount importance to the success of service quality among hotels in Ghana.

Behavioural purchase intention arises at the pre-purchase phase and represents the inspirational aspects that influence consumer behaviour (Armittage & Conner, 2001). To forecast consumer behaviour, it is important

to understand the perspectives, assessments and internal factors that eventually give rise to the purchase intent (Fisbein & Ajzen, 1977).

Consumers generally form their expectations based on product information before they make a purchase decision. Consequently, the behavioural purchase intention of consumers is affected by the disposition of the pre-purchase phase (Rai, 2020). In addition, decisions on purchase are most affected by the behavioural purchase intention than the attitude of consumers towards a good or a service (Lee, 2015). In this study, a consumer's behavioural intention to make a repeat buy for hotel services in Ghana is considered as a dependent variable in an attempt to evaluate what encourages or discourages behavioural purchase intention. The greater the intention to buy, the higher the possibility of purchase (Sciffman & Knuk, 2015; Lee et al., 2017).

Comprehending behavioural purchase intention can aid firms to critically analyze the business environment and adjust their products to drive sale and profitability (Anastasiei & Dospinescu, 2019). Consumers' behavioural purchase intentions will be influenced by brand knowledge and value perception (Chakraborty, 2019). Furthermore, data from third-party sources has an impact on behavioural purchase intentions (Chen et al., 2016). However, according to Futera (2005), behavioural purchase intention often does not predict buying behaviour, i.e., behavioural purchase intention does not always lead to purchase. As a result, by integrating the Big Five personality traits as a moderating variable, the current study aims to fill the intention decision gap regarding hotel service quality.

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The intention to acquire or repurchase hotel services is expressed by a person's behaviour. As a result, customers make a conscious decision to buy or repurchase a good or service (Paul et al., 2016). Moreover, the evaluative likelihood that a customer will continue to purchase a service is associated with their behavioural purchase intention (Wu et al., 2020; Trivedi & Yadav, 2020). The intention to repurchase hotel services will be the focus of this study. Furthermore, as it is more of a continuation intention than a decision to make a new purchase, marketers view the intention to repurchase a specific service as an essential consequence (Bello et al., 2020). It is worthy of note that behavioural purchase intention is a substitute of the actual buying behaviour of consumers (Yeung & Leung, 2007; Makanyeza, 2014).

Furthermore, practitioners of marketing reflect on behavioural purchase intention as a significant performance indicator because it is more of a protracted intention which is in contrast to a one-time buy (Bello et al., 2020). Despite the fact that consumer attitude and behavioural purchase intention are related in principle, some research have separated consumer attitude and behavioural purchase intent (Hong & Cho, 2011; Wang et al., 2020). Consequently, it is thought that consumer attitudes have a direct impact on behavioural purchase intent (Maknyeza, 2014). Consumer attitude is also hypothesized as a forerunner to behavioural purchase intention to utilize hotel services in Ghana.

Understanding behavioural purchase intent helps to forecast consumer behaviour based on their intentions (Hsu, 2011; Cho et al., 2020). Moreover, purchase intention has been considered as one of the indicators of actual behaviour (Agag et al., 2020; Abasi et al., 2020). Zeithaml et al. (1996)

contended that behavioural purchase intention is merely a single aspect of behavioural intention. Customers' contentment with a hotel as well as their preferences and intent to return have been found to be significantly correlated with the hotel's internal and external ambience (Ahn, 2020; Ying et al., 2020).

The Concept of Personality Traits

The investigation of personality was underway nearly a century ago. The improvements in the field can therefore be understood as foremost as well as current (Kumaranayake, 2017). Huang et al., (2014) proposed that personality traits have been considered a notable impetus of the behavioural purchase intention of individuals. Preceding writings suggest that personality traits refer to cognition (individual ideals), emotional (attitude) and behaviour (behavioural pattern). Harris and Lee (2004) suggested that values, motivations and preferences are considered as the personality of an individual. These traits are normally steady over a period of time and have a far reaching effect on the behavioural purchase intention of consumers (Ajzen, 2005).

Personality traits are ways of thinking, feeling, and acting that may have an impact on how an individual behaves (Lampropoulos et al., 2022). Personality, according to Ali et al. (2014), is defined as individuals' behaviour in front of everyone and subsequent responses in society. An individual may be described as socially adept, assertive, concerned, unapproachable, pleasant, personable, obnoxious, or as complaint, compulsive tendencies, tribalism, religious dogma, totalitarianism, introverts, combativeness, interpersonal personality, ectomorphic, endomorphic, mesomophic, as well as competitive nature, or as complaint, compulsiveness, ethnocentrism, dogmatism,

authoritarianism, introversion, aggressiveness, and social character (Onu, Ackemien & Orji, 2014).

Consumers are said to be distinctive in relation to their ambitiousness, competiveness, and conservatism level of extroversion (Sarker, Bose, Palit & Haque, 2013). Cetin and Beceren (2007) as well as Schiffman and Kanuk (2008) suggested that personality distinguishes a person from everyone else, personality is reliable but also enduring and personality may change. This study strolls itself with these suggestions because the focus of the study which are the guests of star rated hotels in Ghana have similar characteristics.

Personality trait is not a solitary or precise behaviour of a person, but just a form of behaviours which are connected and carried by a person who is showing reliability of such form from circumstance to circumstance (Funder, 1991). According to McCrae and Costa (1995) the circumstances are usually obstacles to form personality traits yet the traits are potent to overwhelm. A more comprehensive definition of personality trait is non-textual influences that form the person and their actions (Boag, 2011). Personality traits are useful to study how companies can engage current customers as well as attract prospective customers by analyzing their personality and behavioural traits (Dahl, 2018).

Consumers may articulate their personality and social standing or fulfil their psychological desires such as their intrinsic call for change by choosing a specific service offer (Kim et al., 2002). Even though, Kassarjian and Sheffet, (1991) suggested that there have been several comprehensive reviews of the potential role of personality traits in predicting and explaining behavioural

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purchase intention, researchers in contemporary times have suggested that the field is worth a second look (Baloch, 2019).

Hospitality Sector

Hotels do not exist in isolation, but as corporate citizens that form the hospitality sector (Mmutle & Shonhe, 2017). All industries involved in the supply of meals, beverage, and lodging away from family and friends make up the hospitality sector (Davis et al., 2012). The hotel business, according to Chan and Mackenzie (2013) demonstrates a goods-services combination, multiple interaction, connection building, cultural variety, and heavy labour. The hotel business is one of the main and most progressive businesses in the world, providing jobs, income, as well as a significant contribution to many countries' GDP (Sota et al., 2020; Ismael et al., 2021). The World Tourism and Travel Council (2018) suggested that the hotel industry employs over 10% of the global workforce, either directly or indirectly.

Furthermore, the revenue in the hotel industry alone amounted to US 383,081 USD million in 2019-2020, and was expected to show a CAGR of 4% in 2020 (Statista Market Forecast, 2019). Organizations within the hospitality sector work in hyper competitive business environment which requires continuous transformation (Kale et al., 2019). Therefore, to achieve competitive advantage, firms within the hospitality sector have to rely on innovativeness in achieving enhanced service quality and lower pricing regimes that satisfy the desires and wants of the clientele (Salunke et al., 2019).

The subdivisions of the hotel industry have been developing quickly throughout the last couple of decades (Hyun & Kang, 2014). Compatible with

this singularity is the suggestion that many hotels are also becoming a significant spring of revenue by cumulative sales mostly in the major cities where there exist a lot of economic activities (Kwon et al., 2014). Competition is swelling among hotels in their quest for larger market share and consequently, hoteliers are concentrating upon refining quality of service through differentiation and value-added services that place businesses at a strategic edge (Min & Min, 1997).

Detecting significant factors that contribute to inspiring guests behavioural purchase intention for hotel services is becoming even more critical for the existence and accomplishment of every hotel business (Hans, 2017). There is an instant prerequisite for the hotel industry to work smart in an attempt to delight their customers while avoiding merely satisfying their guests. Consequently, hotel managers are confronted with the challenge of pursuing separate business strategies to achieve their aforementioned strategic objectives (Li et al., 2020).

Quality of service is embraced as a competitive differentiation strategy in the hotel business, and it performs a critical function in enhancing the organizational performance and productivity (Ali et al., 2017). According to Chen and Chen (2014) most hotels have indistinguishable services, appearances, facilities and rooms. Moreover, services in the hotel are variable, inseparable, intangible, perishable and are not permanent. Therefore, enhanced consumer services and human factors play a vital role in delivering service quality to customers (Baker et al., 2014; Karotepe & Vatankhah, 2015).

To be competitive, hotels need to comprehend, meet or delight their customers through the provision of extraordinary quality services (Anwar &

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Abdullah, 2021). Juwaheer (2004) suggested that the components of service provision are the most significant in the hotel industry. For instance, the front desk is the first line of contact with customers. The front desk office is therefore anticipated to play a vibrant role in delighting customers.

Similarly, the housekeeping department should ensure that guests are pleasant as if they are at home. Consequently, the effective and efficient communication of guest in hotels and the helpful attitude of their staff are of great importance to the provision of quality service (Hartline & Ferrel, 1996). Therefore, a prosperous resort provides outstanding service quality to both current and prospective customers. Implicatively, enhanced quality of service is regarded as the lifeline of hotels across the globe (Min & Min, 1997).

Overview of the Hotel Industry in Ghana

In Ghana there are a total number of 740 star rated hotel establishments. Subsequently, there are 3 five star hotels, 14 four star hotels, 40 three star hotels, 235 two star hotels and 448 one star hotels which are duly certificated by the Ghana Tourism Authority as at 2022. Moreover, there are 145 guest houses, 2,685 budget hotels and 7 apartments which are also duly certificated by the Ghana Tourism Authority as at 2022. The above statistics is shown below in the table 1. The aforementioned accommodation establishments have 57,347 hotel rooms, 60,854 hotel beds, 1,713 hotel conference rooms and 256 hotel swimming pools (Ghana Tourism Authority, 2022).

Table 1: Star Rated Hotels, Guest Houses, Budget Hotels and Apartments

REGION	5- STAR	4-STAR	3-STAR	2-STAR	1-STAR	G. HSE	BUDGET HOTELS	APARTMENTS
ASHANTI		1	7	51	75	13	476	
BRONG AHAFO			1	10	21	3	229	1
CENTRAL			4	14	40	8	259	
EASTERN		2	6	23	34	13	364	1
GREATER ACCRA	3	7	7	70	104	50	529	5
NORTHERN				11	15	6	128	
TEMA			2	11	29	12	191	
UPPER EAST			1	3	10	12	94	
UPPER WEST			1	5	8	1	41	
VOLTA			3	11	30	4	199	
WESTERN		4	8	26	82	23	175	
TOTAL	3	14	40	235	448	145	2,685	7

Source: Ghana Tourism Authority (2022)

Contribution of Services to the National Economy

In terms of contribution to Ghana's economy, the services sector is becoming increasingly important. Ghana's services sector has made a significant contribution to the country's Gross Domestic Product (GDP). For example, services accounted for 46.3 percent of GDP in 2018, while industry accounted for 34.0 percent and agriculture accounted for 19.7 percent. In 2019, the services sector is expected to contribute 46.2 percent to GDP, while industry is expected to contribute 34.0 percent and agriculture is expected to contribute 19.8 percent. Inferentially, the sector allocation for real GDP shows that Ghana's economic structure has not altered and is expected to remain unchanged by the end of 2019, since the services industry continues to be the biggest contributor to GDP. Moreover, the services sector has contributed 43.23% in 2015, 46.69% in 2016, 46.04% in 2017, and 46.34% in 2018 and projected to contribute about 46.19% in 2019 as shown in table 6 below.

Table 2*: Sectoral Structure of the Economy*

Year	Agriculture	Industry	Services
Projected 2019	19.83%	33.99%	46.19%
2018	19.69%	33.97%	46.34%
2017	21.22%	32.74%	46.04%
2016	22.73%	30.58%	46.69%
2015	22.13%	34.64%	43.23 %

Source: Budget Statement of Ghana (2020)

Regulation of the Tourism and Hospitality Industry in Ghana

The ministry of tourism, the Ghana Tourism Authority (GTA), as well as the Hotel, Catering, and Tourism Training Institute (HOTCAT) are the entities in charge of making strategic choices, regulating, and strengthening the human capital of Ghana's tourism industry. After being established in

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1993, the Ministry of Tourism was reorganized in 2013. To have a resolute, transparent and predictable environment for effective normalization of Ghanaian society into all areas of national life and to guarantee the solid onset of a thriving, cultural industry to enhance and progress the tourism industry, the realignment was carried out through executive instrument E.I. 1 Civil Service (Ministries) instrument, 2013 as the new Ministry of Tourism, Culture and Creative Arts.

The ministry serves as a link between government-run tourism, cultural, and creative industries agencies, as well as foreign and civil society partners. The Ministry of Tourism, Culture, and Creative Arts exists to generate a favourable climate for the sector's long-term progress and expansion, allowing it to contribute significantly to Ghana's GDP through the successful execution of effective legislation, proposals, programmes, and initiatives. For capital formation and investment, the ministry also establishes and maintains public-private partnerships with the Diaspora.

The Ghana Tourism Authority (GTA) was founded by the Tourism Act of 2011, Act 817, to govern the tourism industry and legislate for important aspects. The goal of GTA is to support the tourist industry's long-term development on an external and national scale. The GTA is responsible for registering and licensing tourism businesses and locations. The GTA, on the other hand, must establish a cross - functional and cross working group to consider requests conferred by the District Planning Authority of the area concerned, the Environmental Protection Agency, the District Health Directorate, the National Fire Service, and the Police Criminal Investigating Department before granting a license.

Furthermore, a license provided to a tourism business cannot be transferred to another tourism enterprise, according to GTA's mandate. Before a manager can exert complete control over the daily running of a tourism firm, he or she must be properly registered with the GTA. It is worth noting that a license for a tourism business is only valid for twelve months and must be renewed at the end of that time. If the GTA has legitimate cause for the restriction, revocation, or alteration of a license, it has the authority to do so. A disgruntled consumer can file a formal protest with the GTA about a tourism business. Therefore, the GTA has authority over issues involving dispute settlement in the tourism industry.

The Act divides tourism businesses into two categories: foundation and operation. Tourist accommodations, locations where meals, refreshments, and amusement services are provided, clubs and bars and theaters, travel trade businesses, banquet hall amenities, conference centers, spa, touristic destination, recourse, and any other related tourism enterprise are included in the institution categorization. Eco-tourism tours, operational services, boat rides, managing a boat house, managing a marina, car rental service, tour escorting, tour operator services, aquatic sport, sport fishing, aviation sports, and any other tourism-related activity are included in the categorization. The GTA has a five-star rating system for the hotel business. One star (4th class), two stars (3rd class), three stars (2nd class), four stars (1st class), and five stars (luxury) are the options.

The International Labour Organization (ILO) created HOTCATT to educate various types and levels of workers employed in hotels, catering establishments, and travel and tour activities in Ghana. It was decided and its

work-based training was founded in 1991 with combined funding from the government of Ghana (GOG) and the United Nations Development Programmeme (UNDP) and technical assistance from the International Labour Organization (ILO) at the Non-Aligned Movement (NAM) conference. It was then envisaged that after a 21 months' period, HOTCATT was to develop capacity building to train on a continuous and permanent basis as well as to develop qualified manpower for the tourism industry.

With assistance from international professionals, the focus of HOTCATT was to create: suitable teaching facilities, administrative support personnel and trainers (professionals). Due to the increased demand for hands-on trained personnel, the focus of HOTCATT was on the practical component of training. HOTCATT started its operation at the then ministry of Trade and Tourism. The institution was later moved to Accra Technical Center (ATTC) and that was where they developed classrooms and a practice restaurant. After a short while, HOTCATT was moved from ATTC to Workers College, its present location. This is where a Mock-up guest room, a sixteen-seater restaurant, a kitchen and three classrooms were created.

In order for HOTCATT to better meet the challenges facing the tourism and hospitality industry, HOTCATT was designated as an Agency under the administrative authority of the Ministry of Tourism, Culture and Creative Arts in 1994. In 2018, the MOTAC officially reopened HOTCATT after a massive renovation to the facility, geared towards the transformation of Ghana's tourism and hospitality industry. MOTAC intends to establish similar training centers across the nation with plans underway to set up centers in the Eastern, Western and Volta regions (MOTAC, 2018).

Empirical Review

This section presents a literature review and critique of preceding studies in relation to service quality, personality traits and behavioural purchase intention.

Service Quality and Behavioural Purchase Intention

Consumer purchasing decisions are the result of a complex interplay between internal consumer determinants (Lerro et al., 2019) as well as service attributes (Jover et al., 2004). Consumer psychology, according to Calvo – Porral et al. (2018) influences service choice and consumption. Service attributes, on the other hand, have an impact on purchasing decisions based on perceived quality of service (Charters & Pettigrew, 2007). Previous service involvement performs a vital part on the intrinsic characteristics of consumers in an attempt to establish a purchasing process (Bonciuelli et al., 2019).

Nonetheless, in general purchase circumstances within the service context deals with intangibility, and selection is taken in relation to the bundle of quality cues (Mueller & Szolnoki, 2010; Saenz – Navajas et al., 2013; Schaufele & Hamm, 2018). Prospective customers, for example, use heuristic techniques based on service qualities such as pricing, branding, package, and labeling to lower perceived risk in relation to a purchase (Boncinelli et al., 2019).

Ali et al. (2021) suggested a general constructive association linking quality of service and client fulfillment. The measurements of service quality have therefore been observed to have remarkable association with consumer satisfaction. Service quality has also shown notable positive effect on both client fulfillment and customer delight (Anbila et al., 2021). The foregoing

empirical proof demonstrates that service quality presented by hotels is thoroughly appreciated by customers. However, client loyalty is not necessarily based on service excellence (Bolzmann et al., 2018). Consequently, Nurcahyo et al. (2017) hypothesized that service quality, facilities, as well as consumer happiness all have a noteworthy impact on the loyalty of customers, either simultaneously or partially.

It is worthwhile noting that Paulose and Shakeel (2021) suggested that customer satisfaction and guest loyalty persist to be emphatically affected by perception of value as well as the service interaction that guests go through in hotels. In place of corporate service personnel, customers are increasingly interacting with technology during service sessions, making them co-creators of services. (Ballentyne & Nilson, 2017).

The self-service technology (SST)-Servqual was found to influence satisfaction, behavioural intent as well as behavioural loyalty either directly or indirectly through the reputation of the company (Ikhsan & Simarmata, 2021). Self-service technology is a confederate that allows customers to utilize services without the service providers (Fischeretrom & Akerstrom, 2017). Firms that provide SST for customers are able to improve service quality performance, experiences, effectiveness in the service process and captivate prospective customers (Parasuraman & Grewal, 2000; Walker Rhett et al., 2002; Curran & Meuter, 2005; Kokkinou & Cranage, 2013; Lawlor & Mulvey, 2017).

Guided by Gronroos' model of service quality Ali et al. (2017) suggested that there exist a remarkable association between technical, functional quality, overall perceived quality and guest satisfaction in hotels.

Functional quality characteristics have been well researched however; technical quality characteristics are relatively incomplete (Yu & Ramanathan, 2012; Wu & Ko, 2013). Nonetheless, the authors did not take into account the overall consequence of service excellence on the behavioural purchase intent of guests in hotels. This is significant because attaining a competitive advantage is reliant on the service company's aptitude to forestall customer anticipations, meet their needs and deliver excellent service (Dominic & Guzzo, 2010).

Safeguarding quality of service not only promise client fulfillment, but also leads to decrease costs, improved success, enhanced managerial presentation as well as accordingly optimistic word of mouth which is associated with favourable behavioural purchase intention (Seth et al., 2005; Gritlioglu et al., 2014). There are other studies with similar findings on the functional dimension of service quality (Kang, 2006; Wu & Ko, 2013).

Aali et al. (2021) posited that communication staging and substance had a noteworthy effect on customer experience in hotels. Wang et al. (2021) disclosed that perceived service quality is importantly associated to client fulfillment and there exist a positive relationship among client fulfillment and the purchase intention of guests residing in hotels. Moreover, service quality in hotels and customer satisfaction leads to favourable behavioural purchase intention which further leads to customer loyalty. Furthermore, Kim et al. (2017) supported the notion that there is a positive link among quality of service in hotels, client fulfillment as well as purchase intention. Nonetheless, Kim et al. (2017) were of the view that the unmediated association among client fulfillment and purchase intent is negative.

However, Prabowo et al. (2020) indicated that service quality, brand image as well as word of mouth influenced the repurchase intent of hotel guests either directly or indirectly. Correspondingly, Leonnard et al. (2017) denoted that there is a notable association linking quality of service, word of mouth as well as repurchase intention. It was further observed that word of mouth positively influences repurchase intention. Sittison and Rajabhat (2020) endorsed the thought that quality of service notably influences client fulfillment as well as repurchase intent. This study considered the link amongst perceived service quality as well as the behavioural purchase intention of guests residing in hotels.

Khuong and Tuan (2018) indicated that the five attributes of the Servqual have considerable effect on guest house repurchase intention. The association involving perceived quality of service as well as repurchase intention among star-rated hotels is investigated in this research. Chang et al. (2020) demonstrated that service quality as well as experiential value both productively influence repurchase intention. Trust was also determined to be a mediator between transaction-based satisfactions as well as repurchase intention (Liang et al., 2018).

It is imperative to note that brand identity and brand image are important factors in measuring client fulfillment and repurchase intent (Dash et al., 2021). Moreover, Abbasi et al. (2021) suggested that value, destination image as well as satisfaction positively influence the repurchase intention of guests in a hotel. Aristio et al. (2019) observed that purchase intent is positively affected by consumer attitude where attitude itself is notably influenced by compatibility and trust. Consumers are generally aware of the

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physical ambience of hotels, demonstrate favourable attitude towards them and show positive purchase intent (Kumar et al., 2021). Consequently, Eid et al. (2021) suggested that attitude towards hotels, perceived behavioural control, sense of obligation and corporate image are essential drivers of purchase intention by the prospective guests of a hotel.

Alexia et al. (2021) proposed that subjective norms as well as perceived behavioural control affect attitude towards sustainable as well as local brands and therefore indirectly impact the purchase intent of consumers. Similarly, Zhuang et al. (2021) showed that perceived value, attitude as well as trust have important notable effect on the purchase intention of guests. It is important to note that environmental threat directly and constructively affect the purchase intention of guests. Moreover, functional as well as emotional values were observed to mediate the association between environmental threat as well as comprehension of purchase intention by the guests of a hotel (Demir et al., 2021).

According to Li and Xie (2021), country-related affect is positively related to consumer trust, which influences purchase intent. Country-related product association (CRPA) was also discovered to be strongly correlated with consumer trust as well as pricing perception, which influences purchase intention. It is vital to emphasize that country-related product associations (CRPA) refers to consumers' logical judgments of a country's product performance, but country-related affect (CRA) refers to their emotional states about a country that are not directly tied to quality of goods and services (Chen et al., 2014).

Park et al. (2021) suggested that social media word of mouth productively affects consumer purchase intention. Therefore, low-quality system, data, and service utilization inhibitions have an impact on consumers' intentions to stop using them by supporting the notion that negative aspects can have a variety of and asymmetric effects on the use of technology compared to positive ones. This demonstrates that negative user experiences will have a varied as well as unequal impact on behavioral intention (Koghut and AI-Tabbaa, 2021).

The actual significance of service quality is implied in consumer decision making (Gounaris et al., 2010). Various studies have demonstrated that quality of service is the consequence of consumer fulfillment and overtime client loyalty (Anderson & Srinivasan, 2003), which enhances constructive word of mouth (Bhattacherjee, 2001), gives rise to behavioural buy intention (Kim, 2010), enhances a firm's sales volume and profit (Reichheld & Schefter, 2000). Several studies also, suggest that service quality enhances behavioural purchase intention (Hussain, 2016; Saleem et al., 2017). The idea of service quality has indeed been studied as a determinant of repurchase intent (Park, 2007). In general, there is a substantial and positive association amid service quality as well as repurchase intent (Namukasa, 2013; Hussain, 2016).

Furthermore, according to Nyadzayo and Khajehzadeh (2016) quality of service affects repurchase intention through a service organization's brand because the two have similar qualities. It is not new to argue that repurchase intent is one of the most significant aspects in enduring and prospering in the competing service business (Lin & Lu, 2010). Service firms pursue to devote

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significant efforts to combining and capitalizing on nimerous variables that predict repurchase intent, service quality, as well as customer happiness (Gonzalez, 2015). Consequently, repurchase intent has become a strategic priority in the field of service marketing, with the understanding that the cost of maintaining clients is likely lower than the cost of enticing new consumers, and can be more lucrative in the long term (Namukasa, 2013).

Some researchers have observed that the interplay and contact with consumers and general consumer experience is more relevant to comprehend in terms of the formation of repurchase intention (Peterson & Wilson, 1992; Mitta & Kamakura, 2001). Current prose, on the other hand, is mostly confined to advanced rather than emerging countries like Ghana (Hellier et al., 2003; Gonzalez, 2015).

The foregone empirical studies on the association amid quality of service as well as behavioural purchase intent points to the fact that quality of service may not directly influence behavioural purchase intention of guests in a hotel context. Service quality rather influences behavioural purchase intent through client fulfillment, environmental awareness, brand image, word of mouth and experiential value. However, satisfaction could not moderate the effect of service excellence on the behavioural purchase intent of guests in a hotel context.

The conclusive objective of presenting service quality in hotels is to satisfy and delight customers. Consequently, this will lead to favourable behavioural purchase intention. There is a rise of empirical proof that service quality remarkably influences behavioural purchase intention through customer satisfaction. However, few studies have also demonstrated that service quality

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directly influences behavioural purchase intention. This conclusions bear credence to the lack of agreement among scholars on the association connecting quality of service and behavioural purchase intent. Buy and repeat purchase intents are the behavioural variables studied in literature, according to Boulding.

Personality Traits and Behavioural Purchase Intention

For service quality firms, it is vital to comprehend how psychological characteristics of consumers influence the perception of service they are provided with (Kocabulut & Albyrak, 2019). Literature points to the fact that personality traits influences consumer trust in hotels (Cirenzhuoga et al., 2021). Moreover, among the personality traits evaluated as determinants of consumer fulfillment in hotels, neuroticism was the only personality trait established to be favourable and relevant to client fulfillment. In addition, the authors suggested that there exist important association connecting quality of service and client fulfillment in hotels (Oppong & Boasiako, 2017).

Extraverted customers are more inclined to interact with service organizations (Itani et al., 2020). Furthermore, extraversion is positively linked to customer-employee interaction, which leads to customers' perceptions of hedonic and utilitarian values. It's worth noting that both sorts of value encourage higher levels of consumer connection, such as referrals, information exchange, and societal effect. Some of the analyzed connections are actually moderated by the length of the interaction.

Meara and South (2019) posited that change over an extended period, neuroticism and consciousness is inimical to satisfaction while initial levels of conscientiousness might forecast declining satisfaction. The authors therefore,

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concluded that variations in neuroticism bring about parallel variation in satisfaction. The Big Five personality traits consisting of extraversion, agreeableness, conscientiousness, neuroticism as well as openness are positively associated with customer empowerment perception. Moreover, the authors observed that agreeableness, openness and conscientiousness reflect significant association with a situation of empowerment encouraged among customers (Castilo, 2017).

Kumaranayake (2017) posited that the overlapping of personality trait with another is evidenced in many studies done in different context. Guided by the ideas of Miscel (1637) present day researchers are interested in scrutinizing the interplay between traits and situations rather than giving more attention to them in seclusion. This supports the idea that behaviour is the consequence of the interplay between traits and situations (Abel, 2017). One of the famous examples presented is that an individual with high level of impulsivity will respond in the imminent way when only a situation demands, but not the other (Mathews et al., 2009). Abel (2017) further demonstrated that one of the unique purposes of personality traits is to choose the situation which will attain the needs of the traits to be expressed. Implicatively the personality traits are able to evoke responses from the environment and personality traits can manipulate the behaviour of others.

Leung and Law (2010) showed that personality in relation to hotels has gained significant interest among researchers. However, most of the prose grounded on the Big Five personality traits model is founded on the personality of employees as well as service providers and seldom investigates consumers (Oliveira et al., 2021). In contrast, this study is based on the

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relationship between service quality as well as the Big Five personality traits in relation to consumers within the hotel context.

Guests of hotels are affected by motivation, personality traits, satisfaction and behavioural purchase intention (Oliveira et al., 2021). A person's personality can be comprehended as a mixture of five particular characteristics: conscientiousness, agreeableness, neuroticism, openness and extraversion constituting the Big Five model of personality (Costa & Macrea, 1992). Similarly, Herjanto (2020) suggested that repurchase intention is formed on personality traits which ultimately influences a consumer differently from another consumer.

Customer brand personality has been established to have a positive consequence on the walk-in consumer and their behavioural purchase intent (Ismail et al., 2021). Personality traits reflect the customer's behaviour gesture, values and the expression of a particular brand (Baumgartner, 2002). In reality, customer brand personality is the type of consumers that cannot differentiate themselves with themes that elicit a strong affective and logical attachment as part of an individual's self-concept (Vazquez-Carrasco & Foxall, 2006; Adjei & Clark, 2010) Moreover, personality traits have noteworthy effect on client fulfillment and the behavioural purchase intention of consumers (Kim & Hollard, 2017).

Demir et al. (2021) suggested that functional as well as emotional benefit were found to mediate the relationship between environmental anxiety as well as the recognition of the behavioural purchase intent of hotel guests. Consequently, consumers pay for services provided in hotels to reflect their personality. It has been noticed that persons of a higher social class are more

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likely to pay for high-priced hotel services. As a result, marketers must adjust their hotel service offerings, marketing, and promotional efforts to the personalities of their target consumers (Sarker et al., 2013).

Pelau et al. (2018) demonstrated that extroverted emotion-based decision makers as well as perceptions aligned people are more probable to be involved in impulsive purchasing behaviour, as determined by the Myers Briggs personality dichotomies. Consumers who are extroverts and intuitive are more amenable to new goods and services. Extroverts, emotion-based decision makers, are more enticed to purchase smartly intended goods and services. However, none of the personality types has an effect on the amount of money spent in stores or the economic circumstances that influence it.

Nonetheless, the authors did not consider the overall effect of the Big Five personality traits on the behavioural purchase intention of consumers. Eventhough, several researches have been done, the relationship amid consumer personality as well as behavioural purchase intention of consumers can still reveal novel understanding in diverse topics. As a result, many studies suggest that it should be re-energized (Bamossy et al., 2010) and that it can still be useful in managerial decision-making in contemporary times. According to Solomon et al. (2010), it is hard for a corporation to propose the anticipated goods and services that the consumer wishes, unless it understands how the consumer feels and thinks about the buying choice.

For merchants, the examination of the consumer's personality has received considerable attention (Gohari & Hanzaee, 2014). Several studies have also proven that personality traits have an impact on consumer behaviour because the effectiveness of a firm is dependent on consumer decisions for a

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variety of product types (Zabkar et al., 2017). According to Adjei and Clark (2010) certain personality qualities have an effect on the consumer happiness and quality. Consumers' spontaneous behaviour and utilitarian purchase behaviour are influenced by personality qualities such as conscientiousness, neuroticism, and openness, according to Gohari and Hanzaee (2014).

Serker et al. (2013) discovered pragmatically the relationship amid personality as well as behavioural purchase intention. Extraversion, for example, was clearly linked to constructive spending and feelings, while neuroticism predicted opposing consumption-based emotional responses. Matzler (2005) not only confirmed that feelings play an important role in behavioural purchase intention, but also revealed their susceptibility to the unique weakness of the customer. Comparably, Kamran (2012) established agreeableness component as a major precursor of behavioural purchase intention.

Today consumers pay attention to their appearance and social position which is undeviating of their wealth. Moreover, the career of consumers does have an influence on their personality and the service experience they go through (Seyodor & Adomaitiene, 2016). The status of consumers is estimated through their dressing, accessories and possessions. The lifestyle of consumers is speculated on their personality and self-concepts (Stewart, 1994). Stewart (1994) further suggested that the human lifecycle can have an important influence on personality and the way consumers intend to behave. A lifecycle is a sequence of events in which customer attitudes and behaviours are formed and evolve as a result of increasing maturity, knowledge, money, and position.

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Marketers frequently define their target market in terms of the customer's phase of the lifecycle, and their focus on personality is based on the assumption that, while individuals are unique, members of a group can share a similar quality. Thus, customer pleasure, ego, socioeconomic class, lifestyle, and lifecycle can all influence behavioural purchase intention (Stewart, 1994). However, according to Mehmet (2012), concluding that personality has an impact on all services is incorrect because not all service providers are aware of and consider personality factors in patronage. Mehmet's (2012) suggestion is supported by this research. As a result, Mehmet (2012) concentrated his research on pragmatic service offers, the pursuit of happiness, enjoyment, and thrill, which is synonymous with hedonic consumption and, in turn, has a lot to do with personality. A happy guest with a different personality attribute might have a favourable behavioural buying intention for a hotel.

Service Quality and Behavioural Purchase Intention: the moderating role of Personality Traits

Mensah and Mensah (2020) observed that quality of service and client fulfillment has remarkable influence on repurchase intent. However, customer satisfaction could not moderate the effect of service excellence on repurchase intent. Hasan's work (2021) includes attitudinal elements; personality attributes, and repurchase intent. It has been shown that the cognitive as well as affective aspects of attitude have a significant impact on repurchase intention, which is partly and entirely mediated by innovatism as well as self-uniqueness.

Materialism, on the other hand, was found to have no influence on purchase intent. Innovatism has a negative impact on repurchase intent,

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according to the study, whereas self-uniqueness as well as materialism have a significant favourable impact. It is worthwhile stressing that the research appears to ignore service quality in the context of hotels. Despite numerous studies examining the association among quality of service and behavioural purchase intention, there is limited literature on the relationship among service quality, personality traits, as well as behavioural purchase intention (Balinado et al., 2021).

In associating service quality, personality traits and behavioural purchase intention, Oliveira et al. (2021) demonstrated the differences in terms of personality traits, satisfaction and behavioural purchase intention within the context of peer to peer accommodation users. Nonetheless, the authors did not consider the important moderating role of the Big Five personality traits. Furthermore, the authors stressed the need of developing diverse tactics for distinct categories of accommodation users in order to suit their needs, increase service quality, and ultimately lead to improved contentment and a favourable behavioural purchase intent.

During their research of the impacts of moods and personality on perception of service quality as well as client fulfillment in hotels, Kocabulut and Albayrak (2019) found that guests' perceived service quality and satisfaction levels differed depending on their personality traits and moods. Furthermore, the data imply that personality as well as mood can affect the impact of service quality perception on overall consumer fulfillment. This empirical analysis is arguably the first to look into the interconnections between mood, personality traits, service quality perception, and overall customer happiness in a hotel setting. The authors, on the other hand, did not

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investigate the function of the Big Five personality traits in moderating the association among service quality as well as behavioural purchase intention.

It has been demonstrated that the relationship between service quality as well as customer happiness is critical to service organizations' ability to achieve gamesmanship and increase profits (Serdyukov, 2017). Prior research is thought to have examined the impact of personality factors on motivation, service quality, as well as satisfaction (Ross, 1994; Dole & Schroeder, 2001; Shn & Lee, 2012; Schneider & Vogt, 2012). Despite the fact that emotion as well as mood are often utilized interchangeably, some scholars contend that they are two distinct categories (Beedie et al., 2005). Gardner (1985), White (2006), as well as Taheri et al. (2017) are examples of studies with similar findings.

Lee et al. (2020) argued that personality features of hotel mid executives, particularly outspoken personality, play a significant effect on organizational dedication and service quality dedication. Maslaki and Seseh (2019) found that understanding as well as growth of intercultural personality traits of personnel from other cultures in the hospitality sector has a multicultural framework, which has a favourable impact on service quality and collective cross-cultural psychological empowerment. Implicatively, research on personality traits with regard to accommodation in the hospitality context has achieved notable interest among scholars. However, most of the prose on the Big Five personality traits is on the personality of service providers and rarely scrutinize the personality traits of consumers (Oliveira et al., 2021).

Gender differences in perceived service quality among hotels

The bulk of travel investigation makes the assumption that the majority of tourists are men, hence there is a dearth of gender-specific travel study prose. Consequently, Breathnach et al. (1994) demonstrated that due to a gender prejudice that equates female behaviour with that of the predominately masculine behaviour, gender variations between men and women are not taken into account in social science research.

When gender is taken into account in hospitality research, it usually relates to narrowly targeted industry segments such as gender tourism (Berdychevsky et al., 2013), romantic excursions (Khoo-Lattimore et al., 2019), solo female travelers (Fendt & Wilson, 2012), and ladies who travel (Yang et al., 2018a, 2018b). Despite, the expansion of relatively a small number of prose devoted to gender differences, there is a growing amount of study on gender variations in vacation pursuits, travel lifestyles, and preferences for travel and experiences. (Pung et al., 2019).

Two gender identity theories were presented by Bem (1981) and Spence (1984) to elucidate the influence of gender on how people use services. These two ideas emphasize the idea of gender consumption. Spence (1984) proposes that gender uniqueness is prognostic in regarding gender-related behaviours with a hotel. However, Bem (1981), explains that the activities that a person chooses to engage in will depend on their sense of gender. Multiple studies claim that women have a preference for leisure pursuits like dancing, seeing family, as well as shopping (Mieckzowski, 1990; Carr, 2001). Understanding gendered visitor attraction and loyalty may become more crucial given the documentation of such pervasive gendered

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tourist preferences (Omar et al., 2014). The findings also suggest that a hotel's choice of activities and services may affect the appeal and loyalty of specific groups of tourists based on their gender (Ryan et al., 1998). As a result, tourist businesses must create strategies to target the particular needs and aspirations of their target market as well as match these with the preferences of different gendered visitors (Khoo-Lattimore & Prayag, 2018).

The study by Kinnaird et al. (1994) investigates the role of gender attraction in tourism, and concludes that the activities they carry out while providing hotel services may be influenced by the gender attractiveness due to local socio-cultural norms and values (Pawson & Banks, 1993). This impression has been supported by Ryan et al. (1998), in arguing that males who are experiencing a change may view a self-catering camping trip differently than ladies who may see it as a variation on a familiar theme.

More importantly, Uysal et al. (1996) advocate that while males place more value on sporting and adventure achievements while traveling, females have a greater tendency to be inspired by culture, and prospects to involve in family attachment as well as demonstrations of social status.

Jönsson and Devonish (2008) also contend that The apparent necessity to limit one's hobbies is a product of traditional gender norms. As a result, it may be expected that visitors of different genders may self-regulate their level of attraction to a hotel by selecting activities that conform to the gender norms they perceive.

According to Jaffé (2006), when choosing hotel services, women and men browse very differently. Compared to men, female customers tend to be more practical and status-oriented. In addition, women tend to pay greater

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attention to details, the goal of the service, depend on the opinions of others, and, when satisfied, have a strong loyalty to a service provided by a particular service provider (Sabina & Nicolae, 2013).

Furthermore, Kwok et al. (2016) posited that In a hotel context, it was discovered that women's perceptions of service quality had a bigger impact on their level of pleasure than men's did. However, it is worthy of note, that the authors did not use the recently proposed Henseler et al. (2016) measurement invariance of composites (MICOM) procedure. Consequently, the current study's goal is to examine how gender acts as a moderator in terms of their service quality perception on behavioural purchase intention using the MICOM procedure.

Conclusion

The literature review has exposed a numeral of knowledge, contextual and methodological gaps. While extant writings end at the prominence of the disconfirmation world view, this study seeks to espouse the perception only world view. Notwithstanding the fact that several service quality assessments have been referenced in the research, the subject of this study is to examine their implications in revealing changes in behavioural purchase intention moderated by the Big Five personality traits across hotels in Ghana.

Conceptual Framework

Conceptualizing this study is a relevant step since it gives direction on the variety of data to be collected and analyzed (Rossman & Rallies, 2012). The conceptual framework is usually portrayed as a structure of concepts, assumptions, expectations, beliefs and theories that endorse and inform this study (Adom et al., 2018). Moreover, conceptual frameworks function similar

to maps that will give consistency to this study (Bendassolli, 2013). It is important to note that a conceptual framework notifies the intended audience of the research design, the objective, the research questions as well as a suitable research method (Maxwell, 2005; Creswell, 2007). A conceptual framework also, describes ideas that are associated to an occurrence of interest, identification of subjects and the variables, yet it takes account of the theoretical perspective (Ravitch & Riggan, 2012).

Grounded on the literature examined, this study aims to adopt the conceptual framework in Figure 9, which displays each construct's key determinants and proposed causal linkages among components. The independent variable as well as the moderating variable are antecedents to the dependent variable. The independent variable is service quality perception, the dependent variable is behavioural purchase intention, and the Big Five personality traits as well as gender have been used to moderate the relationship among service quality as well as behavioural purchase intention.

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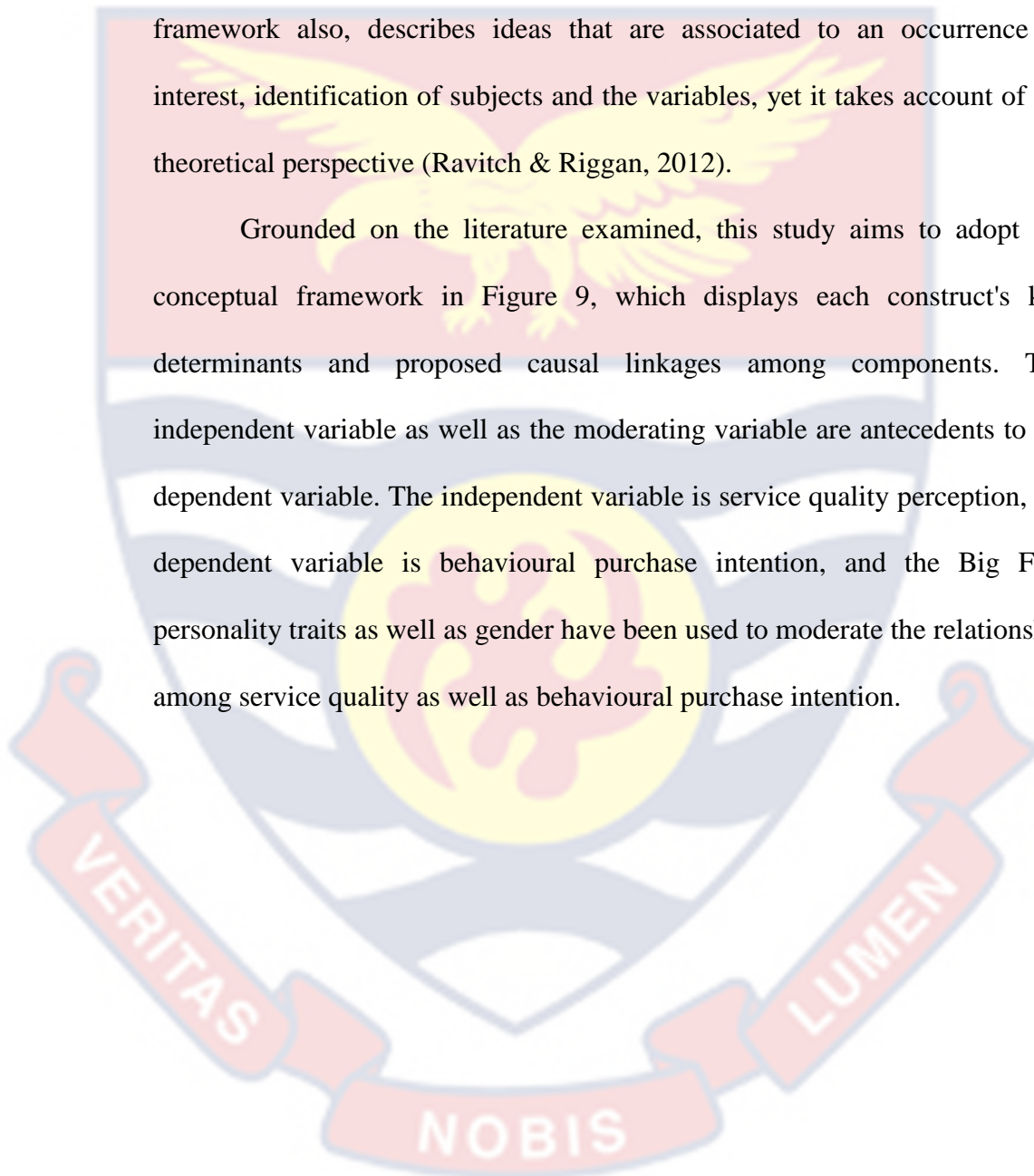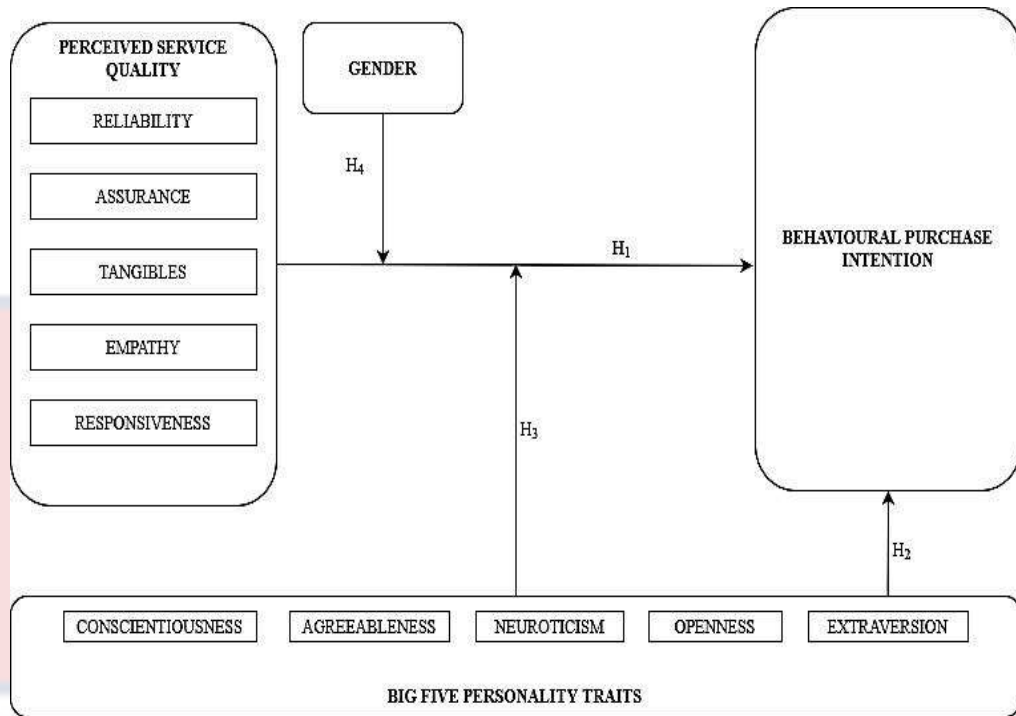
Figure 9: Conceptual Framework
Source: Author's Construct, Akude (2022)

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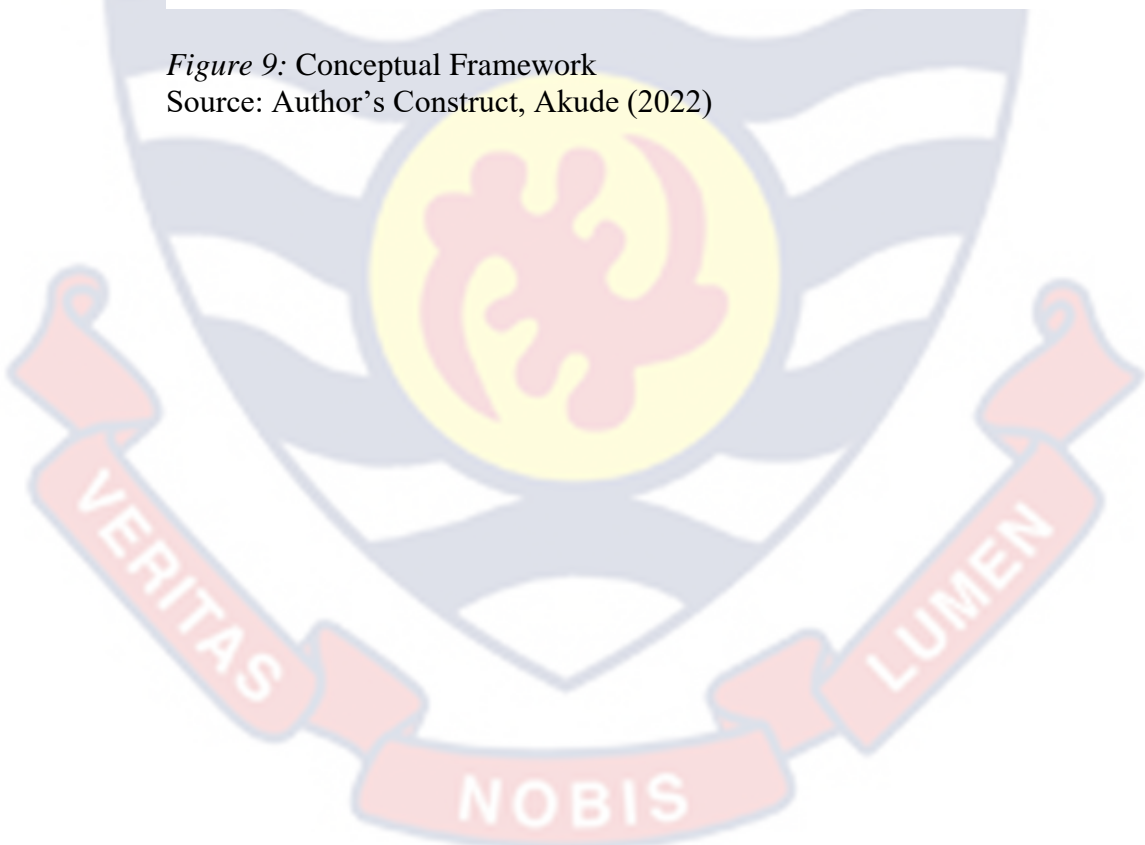
CHAPTER THREE

RESEARCH METHODS

Introduction

The research methodologies for this investigation outline a methodology that objectively answers the specified research problem, as well as how the study findings can be repeated, extrapolated, and used in forecasting for optimal strategic planning. The study design, time horizon, study population, sampling procedure, sample size, data collection, instrumentation, validity and reliability, operationalization of variables, data analysis, as well as ethical consideration are all included in the research method.

Research Philosophy

Although there are numerous perspectives or belief systems that structure and organize current research, they are all philosophic in origin and include axiology, ontology, epistemology, methodology, as well as rhetoric (Lincoln et al., 2011). Creswell (2009), Kaushik (2009), as well as Walsch (2019) suggest that axiology is concerned with belief systems about the position of ethics and principles in investigation; ontology is concerned with presumptions of reality; epistemology is deals with presumptions about how we know the world; methodology is concerned with mutual understanding about the finest method of obtaining understanding of the world; and rhetoric is concerned with shared understanding of the language of research

It is worthy of note that there are four divergent types of research philosophy: positivist research philosophy, interpretivist research philosophy, pragmatic research philosophy, as well as realistic research philosophy.

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The social reality can be objectively appraised, according to positivist research philosophy. The scientist in this research philosophy is a neutral researcher who disengages himself from personal ideals and operates independently (Ukauskaset al., 2018).

However, the interpretivist research philosophy suggest that understanding the social reality is difficult based on the principles. According to interpretivist research philosophy, the social environment can be realized subjectively. In this instance, knowing the many ways in which people view the social world is treated with the utmost respect. The interpretivist research theory is founded on the notion that the investigator has a precise function to play in observing the social environment. According to this research philosophy the research is grounded on what the investigator is engaged in (Ukauskas et al., 2018).

The facts are the focus of pragmatist research philosophy. It says that the research challenge usually determines which research philosophy is used. Consequently, the significance of applied conclusions is emphasized in this research philosophy (Lancaster, 2005). Pragmatism, according to Alghamdi and Li (2013) does not fit into any philosophical framework or reality. Researchers are free to use whatever methodologies, methods, and processes that best suit their demands and scientific goals. Pragmatists believe that the world is not complete. The truth is what is presently in operation; it is unaffected by a mind that is not susceptible to actuality or a mind that believes in duality.

Realistic research philosophy, according to Lancaster (2005) is founded on the premise of positivist as well as interpretivist research

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philosophies. Realistic research philosophy is founded on conjecture that are essential for understanding the subjective character of human beings.

Since the positivist philosophy allows for presentation of results as seen, justification of new information found, and assurance of the 'investigators autonomy from the investigation, the positivist paradigm with an element of epistemology is used in the current investigation. In the nineteenth century, positivism emerged as a philosophical worldview as a result of Auguste Comte's critique of metaphysics and claim that only scientific knowledge can divulge what is true about existence (Descartes, 1998).

Science, in accordance with positivist epistemology, is viewed as a means of obtaining truth, comprehending the universe sufficiently to anticipate as well as govern it. The positivist contends that the biosphere as well as the cosmos are deterministic; they work according to cause-and-effect principles that may be discerned using the scientific method's unique methodology. In positivism, science is essentially a mechanistic or mechanical enterprise. In order to examine the validity of the causality hypotheses and determine whether they can be generalized, the study focuses on the facts for causality as well as the underlying laws that support them.

Research Approach

Researchers are concerned about their lack of understanding of the differences between quantitative, mixed, and qualitative methodologies (Khaldi, 2017).

The mixed-methods approach is becoming more widely recognized as the third methodological trend (Ma, 2012; Biddle & Schafft, 2015; Molina-Azorin, 2016). The mixed method falls somewhere in the middle of this

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spectrum. In mixed research, the researcher employs a combination of quantitative and qualitative methods in one or more studies. This can be accomplished either simultaneously (when both portions are performed at the same period) or sequentially (when one component is performed first and the other follows) (Antwi & Hamza, 2015; Molina-Azorin, 2016).

According to Creswell (2003), quantitative research is a method for evaluating theories by examining the relationship between variables that may be measured using devices and analyzed using statistical processes.

Qualitative research, on the other hand, is a method of examining and comprehending the significance that people or groupings place on social and human issues. Inductively, qualitative research entails the development of new questions and processes, data collection in the participants' environment, and inductive analysis (Creswell, 2003).

In line with positivism, this research employed quantitative methods and formal rhetoric to investigate and test the impact of service quality, Big Five personality traits, and behavioural purchase intention, focusing on precision, generalizability, reliability, replicability, impartiality, uniformity, logical thinking, and control throughout the research process (Lanham, 2006; Creswell, 2013).

Deductive, inductive, and abductive reasoning are the three main approaches to reasoning identified (Saunders et al., 2016).

Deductive reasoning is devoted to moving from a general rule to a specific law-like inference, and it is commonly utilized for theory testing. Inductive reasoning is a method of developing theories that begins with a single statement and leads to the formulation of a general rule. According to

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Kuosa (2011) inductive reasoning is primarily concerned with intuitive processes, whereas deductive reasoning, which is based on physical argument, is concerned with controlling functions and directing information. Abductive reasoning, according to Paavola et al. (2006) is a type of reasoning that begins with the observation of clue-like signals that give a foundation for subsequent investigation. As a result, abductive reasoning is a judgment based on evidence.

Research Design

Within the framework of qualitative, quantitative, as well as mixed methods techniques, research designs are distinct types of investigation that provide clear guidance for activities in a research (Creswell & Creswell, 2018). Creswell and Clark (2007) posit that research design involves the measures for gathering, investigating, deducing and reporting data in research studies.

An explanatory survey is utilized in this study which conforms to the research work of Afthanorhan et al. (2019). According to Grey (2014) explanatory research design clarifies and interprets for the descriptive information.

Explanatory research design is mainly concerned with causes of a phenomenon. It does not involve comparism and factors of change (Aktar, 2016). Therefore, it can be deduced that this research approach places high priority on causes of a phenomenon, clarifies and interprets descriptive information. Furthermore, this study approach would allow the sample survey to be generalized to the entire population of Ghana's star-rated hotel guests. Faria et al. (2022) reference empirical research to support their claim that

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quantitative survey methods may be used to assess service quality. This design's suitability is also based on its adaptability, questionnaire acceptability, and ability to collect information from a large sample of respondents in a brief span of time. Given the research problem noted earlier and the chosen philosophy, an explanatory survey was deemed the most appropriate method for accomplishing the study's research objectives.

The option of a time horizon in research is a demanding step. Therefore, important components should be considered during the selection such as the formulated research question as well as the method of participant selection (Rezigalla, 2020). Time horizon explains the epoch of the research which constitutes either a cross-sectional survey or a longitudinal survey (Melnikovas, 2018).

A cross-sectional survey gathers data at a specific instant perhaps over a day, week or months in order to answer a research question (Creswell & Creswell, 2018). Setia (2016) suggested that the researcher in a cross-sectional study estimates the result and submission in the participants at the same time. Consequently, cross-sectional study involves having a glance at empirical information at a single particular point in time (Wang & Cheng, 2020). Thus, there is no time proportions in cross-sectional studies as all the empirical information are gathered and, in most cases, referred to at the time of collecting the data (Ulrik & Kesmodel, 2018).

When investigating qualities, beliefs, and expertise in validation and reliability studies, a cross-sectional survey is critical (Kesmodel et al., 2003). Furthermore, cross-sectional studies may be founded on information relating to the entire population (Hognert et al., 2017) or a sample of the relevant

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population (Kesmodel, 2016). The examined relationships in a cross-sectional survey are directed by hypotheses and perceived as hypothesis generation (Wang et al., 2010). Moreover, a cross-sectional design can be descriptive in relation to prevalence or survey (Wang et al., 2010). It can also, be analytic when contrasting groups (Grimes et al., 2002).

In a longitudinal survey, information about a single phenomenon is gathered over time to provide empirical information about any changes that might occur (Creswell & Creswell, 2018). Longitudinal survey utilizes uninterrupted dimension to follow a specific occurrence at more than one point in time in order to answer a research question (Caruana et al., 2015).

Moreover, longitudinal survey involves the survey practice of collecting empirical information about orientation with identical population, alteration in a cohort group or subpopulation or alteration in a panel group of individuals over a long period of time (Creswell, 2012). Trend, cohort and panel designs are the various types of longitudinal design available in research (Babbie, 1998).

This study concentrates on the cross-sectional survey because it is quick, cost effective, usually involves large samples, efficient, can examine multiple outcomes, useful for planning, controlling and assessment (Setia, 2016). However, in cross-sectional studies researchers cannot notice alterations in the features of the target population (Setia, 2020).

Target Population

Guests staying at Ghana's star rated hotels made up the target demographic. According to GTA (2019) Ghana has 740 star-rated hotels. Guests in Ghana's star-rated hotels is the unit of analysis for this study. Active

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guests are preferable because they are the hotels' direct consumers who encounter the service and are thus well positioned to respond to questions about their perceived service encounter at the various star rated hotels. Local and international guests of Ghana's star-rated hotels make up the target population.

The study was undertaken in the following star rated hotels; Kempinski Hotel Gold Coast City (five stars), Labadi Beach Hotel (five stars), Movenpick Ambassador Hotel (five stars), Accra Marriott Hotel (four stars), Accra City Hotel (four stars), Alisa hotel (four stars), Holiday Inn Hotel (three stars), Ibis Styles Accra City Airport Hotel (three stars), La Palm Royal Beach Hotel (three stars), AH Hotel and Conference (two stars), Airport View Hotel (two stars), Airport West Hotel (two stars), Adia Guest house (one star), Alade guesthouse (one star) and Alexander Plaza Hotel (one star).

These hotels were selected because they have the best reputation and the largest number of guests (GTA, 2022). As a result, these hotels are much more appropriate to discuss the study's factors of service quality, Big Five personality traits, as well as behavioural purchase intention.

Sample and Sampling Procedure

Stratified sampling is where the population is first alienated into strata and a random sample is selected out of each stratum (Ackof, 1953). Stratification necessitates that features of the population associates are identified so that the populace can indeed be stratified before the sample is designated (Fowler, 2014). When randomly selecting respondents from a population, these features may or may not be present in the sample in the same proportions as in the population.

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Consequently, this study adopted a stratified sampling procedure to guarantee that each group of a given population is proportionately represented within the sample of study (Creswell & Creswell, 2018). The guests would be stratified into fifteen (15) star rated hotels in Ghana. The sample would then be distributed proportionately to guarantee that the samples population are proportional to the magnitude of each stratum.

Moreover, Guests who had exposure to the hotel services would be targeted because they go through the service experience and would have a better perception of the hotel services. Moreover, the study is grounded on the perception only world view as proposed by Cronin and Taylor (Cronin & Taylor, 1992). Random sample process would next be used to choose respondents in each stratum. The simplified formula for calculating a sample for proportions as suggested by Yamane (1967) would be used to determine the sample size as follows:

$$n = \frac{N}{1+N\,(e)^{2}}$$

n was the sample size, N was the populace size and e was the precision level of +/-3% (0.03). with N = 2,323 in the method, the resultant sample size (n) was 751 and dispersed as indicated in Table 3 below. It is worthwhile stressing that the total number of visiting guests in the selected 15 star rated hotels in Ghana in terms of guest accommodation capacity is 2,323 (GTA, 2019).

Table 3: Sample Size

Star rated Hotels	Visiting Guests	Number Sampled
Kempinski Hotel Gold Coast City (five stars)	240	78
Labadi Beach Hotel (five stars)	188	61
Movenpick Ambassador Hotel (five stars)	350	113
Accra City Hotel (four stars)	196	63
AHL Accra Marriotts Hotel (four stars)	205	66
Alisa Hotel (four stars)	267	86
Holiday Inn (three stars)	168	54
Ibis Styles Accra Airport City Hotel (three stars)	192	62
La Palm Royal Beach hotel (three stars)	167	54
AH hotel and Conference (two stars)	150	49
Airport view Hotel (two stars)	89	29
Airport West Hotel (two stars)	31	10
Achia Guest House (one star)	43	14
Alade Guest House (one star)	17	6
Alexander Plaza (one star)	20	6
Total	2,323	751

Source: Ghana Tourism Authority (2022)

Measurement of Service Quality

Service quality is one of the principal business activities which lead to customer retention and the attraction of prospective consumers (Ali, 2020). Damit et al. (2019) suggested that the crucial achievement for enduring competitive advantage depends on the provision of excellent service quality which results in customer fulfillment and consequently, favourable behavioural purchase intention. The position of service quality is determined by the gap between expected as well as perceived service (Prabhu et al., 2020).

Scholars have accomplished various studies to demonstrate the dimensions of service quality evaluation within the service industry. Distinctive evidence of the attributes of service quality is key to measuring, controlling and enhancing consumer's perceptible service quality (Anwar & Surarchith, 2015). Ten service quality attributes was originally anticipated by Parasuraman et al. (1988). The attributes are key in the service industry

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especially where the outcome of the service is not certain for the consumer (Anwar & Abdullah, 2021).

The aforementioned attributes show how customers look for information about service quality within the context of their perceptions. Sometimes clients use each of the five dimensions to give attention to service quality recognitions or use some of the attributes in other situations (Anwar & Shukur, 2015). The SERVQUAL model is extensively applied for measuring service quality of hotels in the tourism industry of Malaysia (Ali et al., 2017), Ghana (Mensah & Mensah, 2020), Sweden (Nilson et al., 2021), in Turkey (Saydam et al., 2022), Zimbabwe (Nyagadza et al., 2022) as well as London and New York (Palazzo et al., 2022).

Generally, service quality has been observed as the disconfirmation among consumers' expectations as well as their genuine interactions (Parasuraman et al., 1988). The most famous service quality model is the SERVQUAL (Parasuraman et al., 1988) consisting of five attributes. Consequently, scholars within the field of hospitality have evolved various service quality scales for precise settings such as LODGSERV (Knuston et al., 1990) as well as the Lodging Quality Index (Getty & Getty, 2003) in hotels.Furthermore, Akbaba (2006) recognized five dimensions of hotel service quality; Briggs et al. (2007) disclosed a lodging service scale. Moreover, Shahin and Dabestani (2010) suggested twelve different hotel service quality measurements. Quiet recently, Jasinkas et al. (2016) recommended nine primary service criteria in the hotel context. This study has adopted the perception only paradigm of the SERVQUAL model.

The SERVQUAL model gives awareness on quality of service presentation and gives a realistic idea of a firm's competitiveness in a modern market situation (Ahmed et al., 2019). Several studies have been centered on the dissimilarity among the customer's expectation of the service as well as their perception of the service performance. The underlying view is that service quality is associated with the discrepancy among a consumer's expectations and perceptions of the service (Prabhu et al., 2020). Scholars have also, scrutinized service quality gaps for hotels in categories including guest bedroom aesthetics, performance of the hotel personnel and the importance of cost management (Al-Ababneh et al., 2018; Stringam & Gerdes, 2019).

In addition to changes in the corporate context and role, research perspectives on service quality are rapidly evolving. For example, Jasinskas et al. (2016) proposed utilizing the service quality model to appraise demand occupant commitment and hotel service quality. Customers' opinion of a hotel company's corporate image was later indicated by Sangwan & Bhakar (2018). Bravo et al. (2019) built on Jasinskas et al. (2016)'s research and established that hotel service standards as well as customer reactions are related to the service quality model. Moreover, Stringham and Gerdes (2019) compared the loading speed of a hotel's online webpage to consumer expectations.

Measuring Consumer Behaviour

Consumer behaviour investigation in the 1980s embraced the methodological rigour that we relate to the natural sciences as well as theoretical logical techniques supported by philosophers of new positivism (Farley & Ring, 1970, 1974). Thus, the credited approaches were either

experimental or survey based (Beckwith & Lehmann, 1973). The direction of consumer behaviour investigations was to suggest insights significant to marketing managers in their attempt to make strategic decisions that will result in the maximization of profit (Belk, 1982; Khaniwale, 2015; Al – Salamin & Al – Hassan, 2016; Noel, 2017). Most consumer behaviour scholars acted in accordance with the conventional concepts, methods and aims summarized under rationality, rigour and relevance. Nonetheless, consumer behaviour scholars in the later epoch of the 1980s began to broaden their perspectives to include other different viewpoints (Leigh & Martin, 1982; Sirgy, 1983; Olshavsky, 1985; Malter et al., 2020).

The two most popular areas of empirical research are economics as well as experiential theories, which differ in their research methodologies. The latter was based on a controlled studies experiment with a focus on decision-making techniques and behavioural consequences. Experiments, for instance, showed that consumers evaluate purchase decision possibilities by employing data presentation panels and "Mouselab" matrix of item attributes and characteristics in terms of customer assessment and selection (Payne et al., 1988). This line of thinking was also concerned with behavioural determinants such as choices (Simonson, 1989; Iyengar & Lepper, 2000).

The post-positivist philosophers Thomas Kuhn, Paul Feyerabend, and Richard Rorty influenced the latter (Rorty, 1980; Saad, 2008). Their approaches were broadened to incorporate various qualitative techniques not previously prominent in extant literature in relation to the field of consumer behaviour (Levitt, 1983). Some researchers suggested that consumer behaviour is an occurrence notable of investigation mainly for the motive of a

good perspective (Grewal & Levy, 2007). They integrated both quantitative as well as qualitative techniques which show a fair balance amid theoretical intuition and substantive significance (Venkatesh, 1980; Bristor & Fisher, 1993).

It is worthwhile noting that this debate will likely continue into the medium to long term. The earlier conservation of rationality, rigour and relevance still form the backbone of much of the research on consumer behaviour which is supported by this study. However, broadened perspective of the three primary characteristics of irrationality, interpretation and intrinsic motivation were accepted by many researchers (Belk et al., 1989).

Technological progress has modified the nature of consumption and has significantly affected the methods used in consumer research (Sorescu et al., 2011; Graessley et al., 2019). This was accomplished by incorporating new data sources and improving analytical techniques (Ding et al., 2020).

In qualitative research, investigators continued to utilize conservative psychological methodologies in empirical research, quantitative analysis, and interpretive approaches (Appel et al., 2020).

Furthermore, in the recent decade, digital trials involving people from panel including Amazon and Mechanical Turk have become commonplace (Balakrishnan et al., 2020). Despite the fact that data quality and external validity are major concerns, these digital studies have substantially accelerated and lowered the cost of data collection, therefore investigators continue to employ them with care (Peterson, 2001; Craig et al., 2013; Casey et al., 2017).

A look back at the 1970s and 1980s debates concerning the use of students and subjects; the future of virtual response as well as a growing

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committed professional group of virtual respondents (M Turkers) is a big issue (Pham 2013; Ford, 2017). It is worth noting that technological advancements have influenced study methods. The availability of Big Data regarding online and offline customer behaviour has led to an increase in the use of secondary data (Weston et al., 2019). Computer science methods have advanced academics' capacity to evaluate huge remnants of unstructured information in a competent and stringent fashion, allowing them to access a wealth of sensitive opinions, emotions, and behaviour that was previously only available to qualitative researchers via painstaking content analysis (Sullivan et al., 2014; Costa and Santos, 2017).

Furthermore, innovative neuro-marketing methodologies such as eye tracking, functional magnetic resonance imaging (fMRI), body arousal determinants, and emotion detectors enable us to know instinctive reactions through huge amounts of data (Varon et al., 2020). There has been an expansion in the number of large-scale field trials that can be conducted in an internet business-to-consumer setting (Chandler & Shapiro 2016; Stewart et al., 2017).

With a direction on actual observation and data, there is a revived importance on managerial applicability to aid companies, policy makers and consumers (Devahli et al., 2020). The influence of the current tendency in actual consumerism will rise in immensity with time as more consumer behaviour is able to give insight and aid in forecasting how it will continue to develop in the future (Davenport et al., 2020).

Measurement of consumer behaviour in future may also, be divided into three broad aspects: many have suggested utilization of technology not

currently available or limited (Dwivedi et al., 2020). The Designing rather than analyzing trials using technologies including artificial intelligence, machine-learning algorithms, and robotics (Miklosik et al., 2019). A focus on consistent and repeatable outcomes, according to the second camp, will be optimal (Aswani et al., 2018). The third group contends that genuine data may be in high demand, necessitating the use of incentives, sufficient significant dependent variables, and more field studies in the study of consumer behavior (Hu & Krishen, 2019).

The next trend in consumer behaviour is for market research to become more relevant and reliable, with much more practical consequences for consumers, managers, and policymakers (Malter et al., 2020). This increased sense of perspective, nevertheless, may come at the cost of theoretical discoveries that indicate a much more stringent general standard for consumer behaviour research (Filieri, 2016).

Measurement of Behavioural Purchase Intention

Notwithstanding the confounding perspective that behavioural purchase intentions are precursors to actual behaviour (Ajzen & Fisbein, 1980), it has been accepted that behavioural purchase intention is not thoroughly associated with actual purchases (Morwitz, 1997, 2001). Behavioural purchase intention has been determined in so many ways such as determining the expressed behavioural intention to utilizing a scale made up of emphantically worded statements of behaviour (Young et al., 1998, Backhaus et al., 2005; Sun & Morwitz, 2005). This can give rise to a consequence that inspires respondents to excessively report their behaviour eventhough, they may not be accomplished (Schlosser, 2005; Barber et al., 2009).

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Apart from conservative purchasing in physical shops, behavioural purchase intention has been studied in a variety of marketing areas, including green marketing (Nguyen et al., 2016), deluxe brands as well as products (Beuckels & Huders, 2016), business to business exchanges (Wei & Ho, 2019), as well as online shopping (Sundstrom et al., 2019). According to Ajzen (1991) the behavioural purchase intention of the consumer is obviously a precursor to the extent to which they are ready to carry out a particular behaviour.

Measurement of Personality Traits

Psychologists have designated the hereditary and past interactions with the environment measurements of personality traits as "nature" as well as "nurture". However, Mullins (2010) and Orji (2015) suggested idiographic as well as nomothetic methods to categorize them (Feldman, 2000; Alkahtani, Abu-Jarad, Sulaiman & Nikbin, 2011). Alkahntani et al., (2011) suggested that nature refers to the admission that personality is formed by heredity. They opined that 50% of an individual's personality is adjudged. However, nurture implies the assertion that personality is molded by experiences in life, environmental and social setting. It is worthwhile stressing that there is lack of agreement among scholars on the extent of influence and form of an individual's personality. Nonetheless, an individual's hereditary comprise sets of upper and lower limits of their personalities and their experiences in life will control where they fall within the range (Alkahtani et al., 2011).

Mullins (2010) was of the view that the idiographic methods are linked with comprehending the distinctiveness of individuals and the evolution of life concepts. This method considered personality evolution as a process that is

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available to change as well as consider individuals as reaching to the environment, society and view the vigorousness of the interplay as a vital role in forming personality (Beck & Jackson, 2020). Thus, the determinants of personality traits are viewed as unsuitable in that, responses vary from one person to another (Stoll et al., 2020). However, the nomothetic method is quantifiable and a particular viewpoint that observe the recognition of attributes. These attributes can be identified, described and subjected to research (Sofia, 2014).

The methodological as well as measurement alignment of personality began to arise in the inception of the 20th century due to the endevour by psychologists to position themselves in the footsteps of the precise sciences (Woodworth, 1920; Hathaway, 1965). Researchers were also, motivated by the use of items as well as scales for determining intellect, inventories and questionnaires outlined to determine specific personality attributes and used for personal selection motives (Sofia, 2014).

Personality investigation in broad terms began to recuperate during the 1980s in which Costa and McCrae (1985) evolved the Personality Inventory model using a questionnaire method for the determination. The concurrence of thought between Costa and McCrae's (2008) investigation, the lexical method and other self-rating methods provided a new reinforcement for the importance of Tupes as well as Christal's (1961) five general factors: emotional stability, extraversion, openness to experience, agreeableness and conscientiousness.

Golberg (1981) was the earliest to use the term Big Five when recounting the aforementioned factors to reinforce the separation and

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broadness of each trait and to avoid giving the sense that personality could be reduced to five traits. This study represents the earliest pace towards a common theory of the five traits known as the five factor model of personality (Sofia, 2014). It is worthy of note that the host of association between the five factors leads to a broad difficulty (Orji, 2015). The five factor model vary in their disposition since some have more descriptive disposition while others have more explanatory disposition. Some traits are fundamentally indicated in the interpersonal space whiles others explain as well as influence internal processes such as opinions and moods like conscientiousness (Orji, 2015).

The traits protrude at a distinct magnitude. They are associated to each other in a variety of ways and they interconnect in unique and non-linear fashions based on different criteria. Moreover, discrete ways of determining the underlying dimensions influence the adjudged association with other determinants. This may become manifest in complication when considering the core definition of each determinant (Orji, 2015).

Based on the aforementioned clarification, this study measures personality factors using the principal methods of nomothetic as well as idiographic or nature as well as nurture which is in agreement with the famous belief of McCrae and Costa (2008) and upheld by Mullins (2010); Alkahtani et al., (2011) and Sofia (2014) by utilizing the adapted questionnaire method for measurement.

Data Collection Instrument

The service quality instrumentation for this study is grounded on the perception of service performance only world view as proposed by Cronin and Taylor (1992). The service quality perception has 22 items that measure

service quality (Parasuraman et al., 1988; Cronin & Taylor, 1992). This instrument is based on the five dimensions of service quality as suggested by Parasuraman et al. (1988). A five point Likert scale ranging from "1 – Not at all" to "5 – Very Large Extent" will be used to measure the aforementioned variables. Formerly tested reliability of the five dimensions of service quality perception ranged between 0.7 and 0.87 (Parasuraman et al., 1988). The SERVQUAL's high reliabilities as well as steady factor structures across several autonomous samples offer support for its trait validity (Peter, 1981).

The Big Five personality traits have 44 items that measure an individual on the Big Five dimensions of personality as a spectrum rather than from a binary perspective (Goldberg, 1993). These dimensions are further separated into personality facets. The author adapted these instruments because they are brief instruments and easy to comprehend by the respondents. In addition, the instrument shows high convergent validity with other self-report scales and other peer ratings of the Big Five personality traits (Gosling et al., 2003). Previously, tested reliability of the Big Five personality traits ranged between 0.79 and 0.88 (Benet-Martinez & John, 1998). A 5 – point Likert scale ranging from "1 – Not at all" to "5 – Very large extent" was used to measure the variables of interest to the study.

Behavioural purchase intention instrument has 7 items (Kim & Park, 2013; Ismail et al., 2021). A 5 – point Likert scale ranging from "1 – Not at all" to "5 – Very large extent" has been used to measure the variables. The estimated structural parameters of the instrument are generally consistent with the model's prediction in other studies (Kim & Park, 2013). The Cronbach's

alpha as well as composite reliability values were higher than 0 .70 (Naylor et al., 2012).

The 5 – point Likert scale format supports a vast library of scientifically vetted questions as well as relative peripheral standard data (Creswell and Creswell, 2018). Additionally, both survey administrators and respondents may easily comprehend and use the 5-point Likert scale. Additionally, compared to higher point scales, it requires less time and effort to complete. Additionally, responders have options without feeling overrun. Therefore, it allows for a lower margin of error (Taherdoost, 2019).

Data Collection Procedures

In this research structured questionnaire is the main data collection instrument. Data quality control is determined through validity and reliability. The study collected primary data for analysis. Consistent with the collection of primary data, a survey questionnaire was applied.

Utilizing an Internet poll and controlling it electronically has sparked a lot of controversy in literature (Sue & Ritter, 2012). In extant literature, the following methods of data gathering were identified: mail, telephone, Internet, personal interview, and group administration (Fink, 2016).

This study used google docs' survey form to solicit responses from the respondents online because it is cost effective, efficient, convenient and increases data reliability (Rayhan et al., 2013; Raju et al., 2016). Lin and Wang (2015) found that internet polls are much more reliable to face-to-face surveys in Aremark Municipality. A further research by Cobanoglu et al. (2001) found that internet questionnaire techniques are better than mail and fax-based survey procedures in terms of response speed, response rate, as well

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as variable cost. Furthermore, separate moves to prevent COVID 19 from spreading mean that social investigators conducting face-to-face research are now faced with the choice of postponing or re-inventing their methodologies to meet the demands of modern inquiry until these restrictions are lifted (Lupton, 2020).

The questionnaire in relation to this study have four sections: the first section gathered data on the hotel service quality perception dimensions, the second section seeked data on the Big Five personality traits, the third section gathered data on behavioural purchase intention in relation to the hotel service and the fourth section generated data on the background information of the respondents.

The questionnaire is closed ended and incorporate Likert-type scale questions. The closed ended questionnaires are favoured since, they are able to minimize response variation, and increase the response time.

The self-administered questionnaire is based on guest in different rooms per star rated hotels in Ghana. The service quality variables are measured using performance based items which have already been validated (Cronin & Taylor, 1992). The ordinal and interval scale is reflected in the device's parameters. Each sub-category answer will be bilaterally complete and comprehensive of the factors on the ordinal scale. Sequence, equidistant points, and uniqueness will be ensured by the parameters on the interval scale (Malhota, 2010).

Validity and Reliability of the Study

Validity as well as reliability are used to establish data quality control. Validity and dependability are instruments of an epistemology that is basically positivist (Watling, as cited in Winter, 2000). Construct validity is the most well-known and prominent type of study nowadays, and it focuses on whether the scores serve a useful function and have positive magnitudes when used in reality (Humbley & Zumbo, 1996).

Internal consistency is the most important aspect of multi-item instrument reliability. This is the extent to which different parts of an instrument function in the same way. This is important since the instrument scale items should be measuring the same fundamental construct. Therefore, the inter-correlations between them should be reasonable. The internal consistency of a scale is measured by a Cronbach's alpha value, which spans from 0 to 1, with optimal values between .7 as well as .9 (Cohen, Kamarck, & Mermelstein, 1983).

Operationalization of Study Variables

In this research there is one autonomous variable, service quality, defined by responsiveness, assurance, tangibles, empathy and reliability. Big Five personality traits the moderating variable is defined by conscientiousness, agreeableness, neuroticism, openness as well as extraversion; and behavioural purchase intention the dependent variable is defined by likelihood to pay for hotel services, likelihood to pay for hotel services in future as well as the intention of consumers to pay for hotel services.

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Data Processing and Analysis

Data analysis progressed in three phases: data preparation, data analysis and reporting. Creswell and Creswell (2018) suggested that some frequently used programmes in data analysis are: Statistical Package for Social Sciences (IBM SPSS), JMP, Minitab Statistical software 17, SYSTAT 13, SAS/STAT, and Stata. However, this study used the SMART-PLS (version 4.0), and the IBM SPSS (version 24) as tools for undertaking the statistical analysis and the testing of hypotheses (Joreskog, 1978; Wold, 1985; Hair et al., 2021).

Despite the concerns, PLS-SEM is a prevalent tool for determining route coefficients in structural models that has grown in popularity in marketing research over the last decade due to its capacity to model latent structures under non-normality and small to medium sample sizes (Hair et al., 2017). Furthermore, Partial Least Square- Structural Equation Modelling (PLS-SEM) has been generally applied in psychology, sociology, and marketing as an alternative to covariance (Hair et al., 2019). Moreover, the PLS-SEM approach is flexible in handling various modelling challenges than the difficult and strict assumptions relating to the use of multivariate statistics (Boonlertvanich, 2019).

This study considers both descriptive and inferential statistics as the data analysis technique. The SPSS version 24 was be used to undertake descriptive analysis, while the PLS-SEM was used to specify the structural model. In addition, the Smart PLS was utilized to assess the measurement model in order to ensure that the outcome is of high quality. The empirical measure of the links among the indicators and the construct is provided

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through model estimation. The model estimation, in turn, indicates how well the theory fits the facts (Hair et al., 2017). The results of the PLS-SEM was also analyzed and evaluated in a systematic manner.

The purpose of PLS-SEM is to optimize the endogenous latent variables' explained variance (R2 value). As a result, the model predictive capability was the emphasis of the measurement and structural model assessment (Hair et al., 2019). Moreover, reliability, convergent validity, and discriminant validity are by far the most appropriate measurement models. R^2 (explained variance), f^2 (effect size), and Q^2 are the most well-known structural models (predictive relevance). The moderating variable's effect on the connection among the independent and dependent variables is examined in this survey's data analysis.

The term "moderation" refers to a scenario in which the relation between two constructs is dependent on the value of a third variable rather than being constant. As a result, the moderating variable alters the intensity or even the orientation of a model's link between two constructs (Hair et al., 2019). This research evaluates the magnitude of the moderating impact, determines whether the interaction term is substantial, and calculates the moderator's f^2 effect size to assess the moderator variable in terms of measurement and structural model. Furthermore, measurement Invariance of Composites (MICOM) as well as Multi group analysis was used to test hypothesis one.

Ethical Consideration

For researchers to anticipate ethical difficulties that may occur during a study, ethical consideration is critical (Hesse-Biber & Leavy, 2011). The Ethical Standards of Psychologist and Code of Conduct, such as the 2010 Amendments (www.apa.org/ethics/code/index.aspx) of the American Psychological Association (APA) was used in this work. Furthermore, this study obtained ethical clearance from the institutional review board (IRB) of the Business School, College of Humanities and Legal Studies, University of Cape Coast. Moreover, this study obtains the necessary permissions by gaining endorsement of persons in influence to get admission to the star rated hotels and the respondents. It is worthwhile stressing that the author of this study has no vested interest in the star rated hotels selected for this research.

This study identified a beneficial research problem. Implicatively, this study is beneficial to the field of academia, the hotel industry and other regulatory institutions in the hospitality industry of Ghana.

Furthermore, this study disclosed the purpose of the research to respondents (Sarantakas, 2005). Respondents of the research were not coerced to sign permission forms. Consequently, participation in this study was absolutely voluntary. The researcher in this study respects the cultural, religious, gender or other difference in the participant as well as the star rated hotels in Ghana.

In terms of data collection, misconduct that might reflect on the selected star rated hotels was avoided (Israel & Hay, 2006). This study provide direction that inform the respondents about the reason of the research.

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The final report of the study was shared with the respondents upon request. This research resists going local in terms of data analysis. As a result, data that supports or refutes the researcher's own hypotheses have been ignored. The data analysis reflected the statistical tests and were not unreported. The identities of responders were protected in this research to preserve the confidentiality of respondents.

The information received was accurately reported in this research. Therefore, debriefing among the investigator and respondents may be necessary to achieve this precision (Berg, 2001).

This research avoided plagiarizing large amounts of information from other researchers. This research did not reveal any information that could jeopardize the respondents' safety. This research was conveyed in simple, clear terms that the target audience can understand.

The data from this research is made public so that readers can judge the study's reliability for themselves (Neuman, 2009). According to Seiber (1998) for a fair length of time, raw data and other items will be maintained for 5 to 10 years. The American Psychological Association, on the other hand, recommends five years. This research did not repeat previous research by giving the same facts, discussion, and findings. This research has no conflicts of interest.

Chapter Summary

The research filled the information disparity created by investigators that researched these factors separately or in pairs, confirming the validity of a notable association among service quality, Big Five personality traits, and behavioural purchase intention. The utilization of a conceptual framework,

theoretical perspective, empirical research, and the study's result from an integrative viewpoint will re-energize the hotel manager's acceptance on consumer appraisal of a hotel service offer. The introduction of the Big Five personality traits instills personalization in consumer behaviour analysis.

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CHAPTER FOUR

PRESENTATION OF RESULTS

Introduction

This chapter deals with the presentation of empirical data to address the issues discussed in the literature reviewed in this research. Moreover, the findings are presented in relation to the research objectives suggested in the study. The data representation was carried out in three phases; data preparation, presentation of results and analysis as suggested by Malhotar (2010). The data was produced by checking the questionnaires, editing, encoding, transcription, and cleansing the data at the conclusion of the fieldwork. The statistics was analysed by use of the statistical Package for Social Sciences (SPSS version 24.0) as well as the Partial Least Square Structural Equation Modelling (version 4.0).

The missing data, outliers as well as data distribution were also examined. The study undertook descriptive statistical technique to explain the research parameters and the profile of respondents with the use of mean, standard deviation, frequencies and percentages. The PLS-SEM was employed to assess the research hypotheses, ascertain whether there was a significant relationship amid the variables under discussion, as well as demonstrate the prognostic value of service quality and the Big Five personality traits on behavioural purchase intention. The study performed the multi group analysis to scrutinise the existence of significant variances in service quality dimensions amid male as well as female guests of the hotels under consideration.

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Response Rate

The current study progressed with the data gathering following the ethical approval by the Institutional Review Board of the University of Cape Coast. The questionnaires were administered proportionately to the guests of 15 star rated hotels in Ghana. The data collection period was between April and August, 2022. Appendix A represents the details of the survey questionnaire that was distributed and received from the respondents. 850 questionnaires were distributed and 761 questionnaires were received. Consequently, this yielded a response rate of 93.9%. The response rate is therefore, deemed sufficient for analysis (Cohen, 1992; Hair et al., 2013).

Due to its exceptional capacity to attain adequate power at very low response rates, PLS-SEM is frequently touted as a desired multivariate data analysis technique (Hair et al., 2014). As mentioned by Sekaran and Bougie (2016) a response rate of 29% is adequate for further analysis. According to Rubin and Babbie (2009) the acceptable response rate should be at least 50%, while a 60% response rate is considered good and a response rate of 70% is very good. 751 surveys were deemed suitable and sufficient for the study after the data editing and screening process.

Table 4 revealed that the response rate in relation to the sample size was 93.9%. This is in agreement with the sample size of this study. Implicatively, the sample set satisfied the criterion validity requirement. It is worth noting that the response rate was proportional to the population size of each star rated hotel under consideration. Based on the high response rate, there is less chance of significant response bias (Kreuter et al., 2010).

Table 4: Response Rate

Star rated hotel	Target population	Questionnaire distributed	Questionnaire received	Response rate in percent
Kempinski Hotel Gold Coast City (five stars)	240	88	78	88.6
Labadi Beach Hotel (five stars)	188	69	61	88.4
Movenpick Ambassador Hotel (five stars)	350	128	113	88.2
Accra City Hotel (four stars)	196	72	64	88.9
AHL Accra Marriotts Hotel (four stars)	205	75	66	88.0
Alisa Hotel (four stars)	267	98	87	88.8
Holiday Inn (three stars)	168	61	54	88.5
Ibis Styles Accra (three stars)	192	70	62	88.6
La Palm Royal Beach hotel (three stars)	167	61	54	88.5
AH hotel and Conference (two stars)	150	55	49	89.1
Airport view Hotel (two stars)	89	33	29	87.9
Airport West Hotel (two stars)	31	11	10	90.9
Adia Guest House (one star)	43	16	14	87.5
Alade Guest House (one star)	17	6	5	88.3
Alexander Plaza (one star)	20	6	5	188.3
Total	2,323	850	751	88.4

Source: Survey Data (2022)

Initial Data Examination, Screening and Preparation

Prior to the data screening process, the variables and their corresponding indicator items were coded. For example, reliability was coded as 'REL' which had five items coded as REL1, REL2, REL3, REL4, and REL5. The item code, input process and preliminary analysis were conducted

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to check for missing values, outliers and normality. Table 5 shows the coded constructs and their underlying items.

Table 5: Coded Constructs

Constructs	Codes	Number of Items
Reliability	REL	5
Assurance	ASS	4
Tangibles	TAN	4
Empathy	EMP	5
Responsiveness	RES	4
Conscientiousness	CON	6
Agreeableness	AGR	6
Neuroticism	NEU	5
Openness	OPE	6
Extraversion	EXT	5
Behavioural purchase intention	BPI	7

Source: Survey Data (2022)

Missing Data

Missing data denotes the none appearance of appropriate values on the study variables for analysis (Hair et al., 2018). Missing data are a widespread issue in questionnaire surveys, which makes multivariate data analysis challenging in the social and behavioural science fields (Tabachnick & Fidell, 2007). Decreasing sample data due to missing data decreases statistical power which suggests that valuations calculated can be prejudiced to extrapolate (Corderio et al., 2010). Similarly, Hair et al. (2006) suggested that in practical terms, observations with missing values are eliminated if missing data solutions are not applied correctly. Therefore, a smaller sample size results in a sample that is insufficient for a complete analysis. For reasonable limits such as mean replacement, the expectation maximization (EM) algorithm and the nearest neighbour (Hair et al., 2019), generally results in only slightly different PLS-SEM estimates (Grim & Wagner, 2020). Tabachnick & Fidell (2013) also, suggested the use of mean substitution if the missing data is less than 5%.

However, when the missing data is greater than 15%, the observation must be deleted from the data file (Hair et al., 2017). In the current study, the researcher did not encounter the challenge of missing data.

Analysis of Outliers

In the PLS-SEM, outliers do affect the ordinary least square regression, thus researchers should assess the information and findings for this problem. (Hair et al., 2019). Outliers are observations which are different from other observations because of high or low scores (Hair et al., 2006). Researchers concur that outliers can cause data to be non-normal and therefore skew statistical findings. (Hair et al., 2006). Tabachnick and Fidell (2007) suggested four reasons for the presence of outliers within a data set. These are; improper data entry, not specifying codes for missing values which may be treated as real data, entering observations that are not included in the population from which the sample is drawn as well as including observations from the population even though the distribution for the variable in the population has extreme values that deviate from the normal distribution

Identifying an outlier is important because it potentially impacts the score and falsifies the result (Tabachnick & Fidell, 2019). Kline (2005) categorised two types of outliers; Unusual combinations of extreme values in two or more variables are known as multivariate outliers, as opposed to univariate outliers, which refer to an extreme result on a single variable. Literature does not adequately define the problem of extreme values and their tolerance. However, there are some generally accepted guidelines that suggest a case is an outlier within univariate outliers if the standard score for a small sample size (80 or fewer) is $\pm$ 2.5 or above, while the standard score for a

large sample size can be taken into consideration up to a value of ± 3.0 standard deviations away from the mean is regarded as an outlier (Hair et al., 2006).

Two methods can be used to identify univariate and multivariate outliers (Tabachnick & Fidell, 2019). The present study employed a univariate standardized Z-score analysis to detect outliers. According to Kline (2011) univariate outliers can be detected by using frequency distribution of Z-scores of the observations. However, no univariate outlier was found in the current data set. Hair et al. (2018) also recommended that absolute Z-score should not be greater than 4 indicating a severe observation. Table 6 illustrates that Z-scores for all the constructs were good and ranged between -4.63 and 1.74 which indicated that none of the assigned variables exceeded the threshold.

Table 6: Results of Outlier Analysis Using Standardised Z-score

Standardized Variable	Minimum	Maximum
Zscore (AGR)	-4.11	1.04
Zscore (ASS)	-3.01	1.63
Zscore (BPI)	-3.05	1.48
Zscore (CON)	-4.63	1.06
Zscore (EMP)	-2.96	1.47
Zscore (EXT)	-4.51	1.39
Zscore (NEU)	-1.21	2.33
Zscore (OPE)	-2.58	1.58
Zscore (REL)	-3.24	1.74
Zscore (RES)	-2.29	1.48
Zscore (TAN)	-2.87	1.53

Source: Survey Data (2022)

Multivariate outliers were assessed through Mahalanobis (D^2) criterion (Hair et al., 2018). This method evaluates each observation no matter how many variables are considered (Hair et al., 2018). The highest value of D^2 represents the observations which was removed from the distribution of observations. For the purpose of interpretation, the Mahalanobis D^2 is

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measured by statistical method of significance test (Hair et al., 2018). Given the nature of the statistical test, it is suggested that conservative levels of significance (eg. .05 or .001) be used as the threshold value for designation as an outlier (Hair et al., 2018). Based on the outliers' detection, ten cases namely 16, 21, 132, 136, 288, 340, 435, 461, 473 and 495 were regarded as outliers because they had D^2 /df value which exceeded 2.5 as suggested by Hair et al. (2018). Mahalanobis values that exceeded this threshold were therefore deleted. The recommended threshold for chi-square is 29.59 (p = 0.001).

Normality Test

The statistical features of PLS-SEM allow for very reliable model estimations using both normal and highly non-normal data, such as skewness and kurtosis distributional qualities (Palant, 2007; Hair, 2017; Hair et al., 2018; Tabachnick & Fidell, 2019). Kurtosis describes the peakiness or flatness of the distribution relative to the normal distribution, whereas skewness depicts the symmetry of the distribution (Hair et al., 2006). Moreover, the values of skewness and kurtosis for the normal distribution should be zero (Kline, 2011).

According to Hair et al. (2006) Positively skewed distributions have a leftward shift and a rightward tail, whereas negatively skewed distributions have the opposite. The kurtosis where the distribution is more peaked than the normal is labelled leptokurtic and the distribution that is flat is labelled playtykurtic (Hair et al., 2006). Additionally, A flatter distribution is indicated by a negative kurtosis value, and a peaked distribution is shown by a positive kurtosis value. Kurtosis levels between ± 1 and ± 10 indicate moderate non-

normality, while values above 10 indicate severe non-normality. levels below ± 1 are regarded inconsequential (Holmes-Smith et al., 2006).

For the test of normality, Mardia's coefficient was utilized (Brown, 1982). Mardia's (1970) coefficient of normality is based on the null hypothesis that the data is not skewed and the data is not kurtotic. The threshold for the Mardia univariate skewness is ± 1 and that of the kurtosis is ± 7. Moreover, the threshold for the Mardia multivariate skewness is ± 1 and that of kurtosis is ± 20.

Table 7: Mardia's Test of Univariate Normality

Variable	Skewness	SE_skew	Z_skew	Kurtosis	SE_kurt	Z_kurt
AGR	-1.123	0.089	-12.585	1.497	0.178	8.401
ASS	-0.159	0.089	-1.782	-0.331	0.178	-1.856
BPI	-0.311	0.089	-3.482	-0.753	0.178	-4.228
CON	-1.158	0.089	-12.985	1.897	0.178	10.648
EMP	-0.154	0.089	-1.727	-0.371	0.178	-2.083
EXT	-0.756	0.089	-8.479	1.207	0.178	6.774
NEU	0.367	0.089	4.116	-0.900	0.178	-5.052
OPE	-0.166	0.089	-1.865	-1.026	0.178	-5.759
REL	-0.041	0.089	-0.461	-0.614	0.178	-3.445
RES	-0.103	0.089	-1.158	-0.874	0.178	-4.905
TAN	-0.242	0.089	-2.717	-0.590	0.178	-3.309

Source: Survey Data (2022)

In this current study p - value is zero (p = 0) and this indicates that the null hypothesis is rejected. Implicatively, the data has multivariate skewness and kurtosis. It is worthy of note that Smart PLS-SEM was preferred for the analysis because the data did not establish multivariate normality (Hair et al., 2017).

Table 8: Mardia's Test of Multivariate Normality

	B	Z	P - Value
Skewness	14.39639	1801.94797	0
Kurtosis	180.70614	30.55055	0

Source: Survey Data (2022)

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Descriptive Statistics on Latent Variables

Table 9 represents the descriptive statistics for the independent, moderator and dependent variables of the study. The results of the mean values and standard deviations for all variables have been provided. The eleven variables used in this study are measured through a five point Likert scale. The descriptive results of the variables indicated that the mean values from 2.4 to 4.2 and consequently standard deviation from .691 to 1.123 revealed that the respondent's perception on the research variables was average.

Table 9: Latent Variable Descriptive

	N	Mean	Std. Deviation
	Statistic	Statistic	Statistic
REL	751	3.512	0.799
ASS	751	3.527	0.864
TAN	751	3.645	0.863
EMP	751	3.569	0.864
RES	751	3.521	0.889
CON	751	4.240	0.735
AGR	751	4.183	0.780
NEU	751	2.359	1.123
OPE	751	3.577	0.755
EXT	751	3.978	0.692
BPI	751	3.696	0.881
Valid N	751		

Source: Survey Data (2022)

The descriptive statistics for conscientiousness revealed an overall mean score of 4.2 (SD = 0.735). This shows a positive perception of service quality among the guests who exhibited the trait of conscientiousness. Conscientiousness had the highest mean value indicating that majority of the respondents were efficient, well organized, not careless, thorough, not lazy and not impulsive.

Common Method Bias Test

The variance ascribed to measurement method rather than variance elucidated by the study's construct (Tehseen et al., 2017), was conducted to test the probable occurrence of common method prejudice by utilizing the Herman's (1976) single factor test. Common method bias is the variance ascribed to the measurement process rather than to the measured variables as the function of a similar method or source. Using Herman's (1976) single-factor test, the result showed that the first common factor accounted for only 16.573% which is less than 50% as suggested by Podsakoff and Organ (1986). Consequently, common method variance was not likely to affect the results.

Profile of Respondents

The profile of respondents describes the personal background of the respondents who have took part in the study. The study examined the profile of the respondents based on gender, marital status, occupation, age, educational status, number of visits to the hotel, duration of stay in the hotel, citizenship and religious affiliation. The details of the demographic profile of the respondents are exhibited in table 10.

Table 10: Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage
Gender of respondents	Male	375	49.9
	Female	376	50.1
Marital status	Married	294	39.1
	Single	457	60.9
Occupation	Retired	17	2.3
	Business owner	182	24.2
	House wife	14	1.9
	Company employee	212	28.2
	Government sector	191	25.4
	Student	131	17.4
	Other	4	.5
Age	20 years and below	27	3.6
	21 – 30 years	251	33.4
	31 – 40 years	278	37.0
	41 – 50 years	163	21.7
	51 – 60 years	20	2.7
	61 years and above	12	1.6
Educational status	Primary school	6	.8
	High school	54	7.2
	College	233	31.0
	Postgraduate	457	60.9
	Other	1	.1
Number of visits	One	271	36.1
	Two	140	18.6
	Three	143	19.0
	Four and more	197	26.2
Duration of stay	1 – 7 days	606	80.7
	8 – 14 days	92	12.3
	15 – 28 days	35	4.7
	29 days and more	18	2.4
Citizenship	Ghanaian	714	95.1
	Other	37	4.9
Income per month (Cedis)	Less than 1, 000	140	18.6
	1,000 – 2,000	156	20.8
	2,001 – 3,000	108	14.4
	3,001 – 4,000	61	8.1
	4,001 – 5,000	43	5.7
	More than 5,000	243	32.4
Religious affiliation	Christian	663	88.3
	Muslim	37	4.9
	Traditional African	39	5.2
	Others	12	1.6

Source: Field Survey (2022)

The demographic profile of the sample is shown in table 10. It was observed that amongst the respondents, 376 (50.1%) were females and 375 (49.9%) were males (N = 751) demonstrating that there were more female guests accessing hotel services as likened to their male counterparts. In terms of marital status, 457 (60.9%) of the respondents were single while the rest 294 (39.1%) were married (N = 751). Regarding the occupation of the respondents, 212 (28.2%) worked as company employees, 191 (25.4%) worked as employees in the government sector, 182 (24.2%) of the respondents are business owners, 131 (17.4%) of the respondents are retired, 14 (1.9%) of the respondents are housewives, and 4 (.5%) of the respondents have other occupations such as agriculture, and work with faith-based organizations (N = 751).

In terms of age of the respondents, 278 (37.0%) belong to the age group 31 – 40 years old, 251 (33.4%) belong to 21-30 years old, 163 (21.7%) belong to 41-50 years old, 27 (3.6%) belong to 20 years and below, 20 (2.7%) belong to 51-60 years while 12 (1.6%) belong to 61 years and above (N = 751). In terms of educational status, 457 (60.9%) of the respondents are postgraduates, 233 (31.0%) were college graduates, 54 (7.2%) are high school graduates, 6 (.8%) are primary school graduates, while 1 (.1%) have other qualifications such as Ph.D. and other chartered certificates (N = 751).

Furthermore, respondents answered the question on the number of visits to the hotel; 271 (36.1%) of the respondents visited the hotel once, 197 (26.2%) of the respondents visited the hotel four or more times, 143 (19.0%) of the respondents visited the hotel three times while 140 (18.6%) visited the hotel two times (N = 751). In terms of duration of stay, 606 (80.7%) of the

respondents have stayed in the hotel between 1-7 days, 92 (12.3%) of the respondents have stayed in the hotel between 8-14 days, 35 (4.7%) of the respondents have stayed in the hotel between 15-28 days, while 18 (2.4%) of the respondents have stayed in the hotel between 29 days and more (N = 751).

In terms of citizenship, 714 (95.1%) of the respondents were Ghanaians while 37 (4.9%) of the respondents were nationals from other countries such as America, Britain, Singapore, India and other parts of the world (N = 751). Regarding the income per month, 243 (32.4%) of the respondents earned more than 5,000, 156 (20.8%) earned between 1,000-2,000, 140 (18.6%) earned less than 1,000; 108 (14.4%) earned between 3,001- 4,000; while 43 (5.7%) earned between 4,001-5,000 cedis (N = 751). Respondents also, answered questions on their religious affiliations; 663 (88.3%) of the respondents were Christians, 39 (5.2%) were traditional Africans, 37 (4.9%) were Muslims and 12 (1.6%) of the respondents belonged to other religious affiliations such as Ekanka, and Buddhism (N = 751).

Quantitative Descriptive Statistics

Service Quality Perception of Reliability in Star Rated Hotels

The study aimed to scrutinize the service quality perception of reliability in star rated hotels by guests. Five research questions were used to measure guests perceived service quality in terms of reliability; The study sought to examine the perception that the hotels deliver the promised service, hotel authorities show a sincere interest in addressing guests' concerns, the appropriate provision of services by the hotels, provision of timely service by the hotels and the maintenance of error – free records by the hotels. The outcomes are presented in table 11.

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Table 11: Guests Perception of Service Quality Reliability in Star Rated Hotels

Study item	Mean	Std. Deviation
The hotel delivers the promised service.	3.65	.863
The hotel authority shows a sincere interest in addressing my concerns.	3.48	1.039
The hotel provides service correctly.	3.68	.881
The hotel delivers timely service	3.47	1.058
The hotel maintains error-free records.	3.29	1.039

Source: Survey Data (2022)

The research item that received the lowest mean of 3.29 (SD = 1.039) is the question on "the hotel maintains error-free records". Majority of the study participants indicated that they perceive that the hotel maintains error-free records to a moderate extent. The highest mean of 3.68 (SD = .881) for the service reliability question was recorded for the question "the hotel provides service correctly". Implicatively, majority of the study participants agreed to a large extent that the hotels provide service correctly. Majority of respondents also, agreed to a moderate extent on the question; "the hotel authority shows a sincere interest in addressing my concerns" with a mean of 3.48 (SD = 1.039). Moreover, majority of the respondents agreed to a moderate extent on the question of "The hotel delivers timely service" with a mean of 3.47 (SD = 1.058).

Service Quality Perception of Assurance in Star Rated Hotels

The study aimed at assessing guests perceived service quality in relation to assurance in star rated hotels. As indicated in table 12, four research items were presented to the respondents to examine their view on the behaviour of the service providers in relation to the confidence of the guests,

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the safety of guests in dealing with the hotels, the courteous nature of employees to guests and the knowledge of employees in answering questions by guests.

Table 12: Guests Perception of Service Quality Assurance in Star Rated Hotels

Study item	Mean	Std. Deviation
The behaviour of service providers grow confidence in me	3.34	1.076
I feel safe in my dealing with the hotel.	3.58	.945
Employees of this hotel are courteous to me.	3.58	1.065
Employees of this hotel have enough knowledge to answer my question	3.62	.981

Source: Survey Data (2022)

The highest mean recorded 3.62 (SD = .981) was for the question "employees of this hotel have enough knowledge to answer my question" this result is an indication that most participants agreed to a large extent that the employees of the hotel have enough knowledge to answer their questions. The least mean of 3.34 (SD = 1.076) recorded for this variable was on the question "the behaviour of service providers grow confidence in me". Consequently, majority of the respondents agreed to a moderate extent that the behaviour of the service providers grow confidence in them.

Moreover, majority of the respondents agreed to a large extent on the question "I feel safe in my dealing with the hotel" with a mean of 3.58 (SD = .945). This suggests that the respondents have been more consistent in agreeing to a large extent that they feel safe in their dealings with the hotel. Furthermore, majority of the respondents agreed to a large extent on the

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question "employees of this hotel are courteous to me" with a mean of 3.58 (SD = 1.065).

Service Quality Perception of Tangibles in Star Rated Hotels

To evaluate the service quality perception in relation to tangibles, the study presented the respondents with four questions on the modern paraphernalia and amenities of the hotel, the appealing physical facilities of the hotel, the visually appealing materials of the hotel and the employee appearance at the hotel.

Table 13: Guests Perception of Service Quality Tangibles in Star Rated Hotels

Study item	Mean	Std. Deviation
The hotel has modern equipment and facilities.	3.53	1.064
The hotel has appealing physical facilities.	3.69	.911
The hotel has visually appealing materials.	3.53	1.082
Employees' appearances at the hotel are neat and tidy.	3.83	.915

Source: Survey Data (2022)

From the results in table 13, majority of the respondents agreed to a large extent on the question "employees' appearances at the hotel are neat and tidy" with a mean of 3.83 (SD = .915). However, the lowest mean of 3.53 (SD = 1.064) was recorded for the question "The hotel has modern equipment and facilities". Majority of respondents agreed to a large extent on the question "The hotel has appealing physical facilities" with a mean of 3.69 (SD = .911). Moreover, majority of the respondents agreed to a large extent on the question "The hotel has visually appealing materials" with a mean of 3.53 (SD = 1.082).

Service Quality Perception of Empathy In Star Rated Hotels

The study assessed the service quality perception of empathy in star rated hotels with four questions that were posed to the respondents on the individual attention the hotel gives to guests, the caring nature of the employees of the hotels, the ability of the staffs to have the greatest interest of the guests at heart, ability of the employees to understand guest requirement and the convenient operating hours of the hotel.

Table 14: Guests Perception of Service Quality Empathy in Star Rated Hotels

Study Item	Mean	Std. Deviation
The hotel gives me individual attention.	3.46	1.052
The employees deal with consumers with care.	3.67	.902
The hotel has your best interest at heart.	3.44	1.066
Employees of this hotel understand the consumer's requirement	3.58	.935
The hotel has convenient operating hours.	3.69	1.054

Source: Survey Data (2022)

From the results in table 14, majority of the respondents agreed to a large extent on the question "The hotel has convenient operating hours" with a mean of 3.69 (SD = 1.054). However, the lowest mean of 3.44 (SD = 1.066) was recorded for the question "The hotel has your best interest at heart". This implies that majority of the respondents agreed to a moderate extent that the hotels have their best interest at heart. Moreover, majority of the respondents agreed to a large extent on the question "The employees deal with consumers with care" with the mean of 3.67 (SD = .902). Furthermore, majority of the respondents agreed to a large extent on the question "Employees of this hotel understand the consumer's requirement" with the mean of 3.58 (SD = .935). It

is worthy of note that majority of the respondents agreed to a moderate extent on the question "The hotel gives me individual attention" with a mean of 3.46 (SD = 1.052).

Service Quality Perception of Responsiveness in Star Rated Hotels

The study aimed at scrutinizing the service quality perception of responsiveness among respondents in star rated hotels. The four questions presented to the respondents were based on; the ability of employees to inform consumers on when the service will be delivered, aptitude of the hotels to provide prompt service, the readiness of the hotel employees to help consumers at all times and the ability of the staffs to react to guest appeal in a timely manner.

Table 15: Guests Perception of Service Quality Responsiveness in Star Rated Hotels

Study Item	Mean	Std. Deviation
The hotel informs customers on when the service will be performed.	3.62	.966
The hotel provides prompt service to customers.	3.39	1.064
The hotel employees are always willing to help me.	3.65	.965
The hotel employees respond to my request promptly	3.43	1.058

Source: Survey Data (2022)

The result in table 15 indicate that the highest mean of 3.65 (SD = .965) was on the question "The hotel employees are always willing to help me". This implies that majority of the respondents agreed to a large extent that the employees of the hotel are always willing to help guests. However, the lowest mean of 3.39 (SD = 1.064) indicated that majority of the respondents agreed to a moderate extent on the question "The hotel provides prompt service to customers". Majority of the respondents also agreed to a large

extent on the question "The hotel informs customers on when the service will be performed" with a mean of 3.62 (SD = .966). Furthermore, majority of the respondents agreed to a moderate extent on the question "The hotel employees respond to my request promptly" with a mean of 3.43 (SD = 1.058).

Personality Trait of Conscientiousness Among Guests of Star Rated Hotels

The study pursued to scrutinize the psychological characteristics of conscientiousness among guest of star rated hotels. Consequently, six questions were presented to respondents in relation to how the guest is efficient, organized, not careless, thorough, lazy, and not impulsive.

Table 16: Personality Trait of Conscientiousness Among Guests of Star Rated Hotels

Study Item	Mean	Std. Deviation
I am efficient.	4.31	.830
I am well organized.	4.33	.768
I am not careless	4.26	1.039
I am thorough	4.21	.872
I am not lazy	4.26	1.093
I am not impulsive	4.07	1.031

Source: Survey Data (2022)

The result in table 16 showed that the highest mean recorded was 4.33 (SD = .768) indicating that majority of the respondents agreed to a very large extent on the question "I am well organized. However, the lowest mean was 4.07 (SD = 1.031) which indicated that majority of the respondents agreed to a large extent on the question "I am not impulsive". Moreover, majority of the respondents agreed to a very large extent on the question "I am efficient" with a mean of 4.31 (SD = .830). Furthermore, majority of the respondents agreed to a large extent on the question "I am not careless" with a mean of 4.26 (SD =

1.039). In addition, majority of the respondents agreed to a large extent on the question "I am not lazy" with a mean of 4.26 (SD = 1.093). Majority of the respondents agreed to a large extent on the question "I am thorough" with a mean of 4.21 (SD = .872).

Personality Trait of Agreeableness Among Guests of Star Rated Hotels

Furthermore, the study pursued to scrutinize the personality trait of agreeableness in relation to the guests residing in star rated hotels. Six questions were presented to the respondents based on the trait to pardon, not difficult, sincere, not persistent, do not show off and being understanding.

Table 17: Personality Trait of Agreeableness Among Guests of Star Rated Hotels

Study Item	Mean	Std. Deviation
I am forgiving.	4.36	.861
I am not demanding.	4.09	1.067
I am warm.	4.23	.898
I am not stubborn.	3.95	1.246
I do not show – off.	4.07	1.272
I am sympathetic	4.40	.831

Source: Survey Data (2022)

The results in table 17 indicate that the highest mean recorded was 4.40 (SD = .831) which indicated that majority of the respondents agreed to a very large extent on the question "I am sympathetic". However, the lowest mean recorded was 3.95 (SD = 1.246) which indicate that majority of the respondents agreed to a large extent to the question "I am not stubborn". In addition, majority of the respondents agreed to a very large extent on the question "I am forgiving" with a mean of 4.36 (SD =.861). Moreover, majority of the respondents agreed to a large extent to the question "I am warm" with a

mean of 4.23 (SD = .898). Furthermore, majority of the respondents agreed to a large extent to the question "I am not demanding" with a mean of 4.09 (SD = 1.067). It is worthy of note that majority of the respondents agreed to a large extent on the question "I do not show – off" with a mean of 4.07 (SD =1.272).

Personality Trait of Neuroticism Among Guests of Star Rated Hotels

The study examined the personality trait of neuroticism among guests of star rated hotels. Five questions were presented to respondents based on being tensed, irritated, not contended, shy and moody.

Table 18: Personality Trait of Neuroticism Among Guests of Star Rated Hotels

Study Item	Mean	Std. Deviation
I am tensed.	2.48	1.389
I am irritable.	2.36	1.369
I am not contended.	2.40	1.385
I am shy.	2.46	1.405
I am moody.	2.09	1.294

Source: Survey Data (2022)

The results in table 18 showed that the highest mean recorded was 2.48 (SD = 1.389) which indicates that majority of the respondents agreed to a small extent on the question "I am tensed". However, the lowest mean recorded was 2.09 (SD = 1.294) which indicate that majority of the respondents agreed to a small extent on the question "I am moody". Moreover, majority of the respondents agreed to a small extent on the question "I am shy" with a mean of 2.46 (SD = 1.405). Furthermore, majority of the respondents agreed to a small extent on the question "I am not contended" with a mean of 2.40 (SD = 1.385). In addition, majority of the respondents

agreed to a small extent on the question "I am irritable" with a mean of 2.36 (SD = 1.369).

Personality Trait of Openness Among Guests of Star Rated Hotels

The study pursued to evaluate the personality trait of openness among guests in star rated hotels. Six questions were presented to respondents based on being curious, imaginative, artistic, possessing wide interest, excitable and unconventional.

Table 19: Personality Trait of Openness Among Guests of Star Rated Hotels

Study Item	Mean	Std. Deviation
I am curious.	3.26	1.254
I am imaginative.	3.56	1.211
I am artistic.	3.29	1.201
I have wide interests.	3.75	1.032
I am excitable.	4.03	.822
I am unconventional.	3.57	1.011

Source: Survey Data (2022)

It was observed in table 19 that the highest mean recorded was 4.03 (SD =.822) indicating that majority of the respondents agreed to a large extent on the question "I am excitable". However, the lowest mean recorded was 3.26 (SD = 1.254) which indicated that majority of the respondents agreed to a moderate extent on the question "I am curious". Furthermore, majority of the respondents agreed to a large extent on the question "I have wide interests" with a mean of 3.75 (SD = 1.032). Moreover, majority of the respondents agreed to a large extent on the question "I am unconventional" with a mean of 3.57 (SD = 1.011). In addition, majority of the respondents agreed to a large extent on the question "I am imaginative" with a mean of 3.56 (SD = 1.211). It

is worthy of note that majority of the respondents agreed to a moderate extent on the question "I am artistic" with a mean of 3.29 (SD = 1.201).

Personality Traits of Extraversion Among Guests of Star Rated Hotels

The study also, aimed to scrutinize the personality trait of extraversion among guests of star rated hotels. Five questions were asked based on being; sociable, forceful, adventurous, enthusiastic, and outgoing.

Table 20: Personality Trait of Extraversion Among Guests of Star Rated Hotels

Study Item	Mean	Std. Deviation
I am sociable.	4.13	.822
I am forceful.	3.70	1.232
I am adventurous.	4.03	.860
I am enthusiastic.	4.11	.823
I am outgoing.	3.92	.986

Source: Survey Data (2022)

The results in table 20 showed that the highest mean recorded was 4.13 (SD = .822) which indicated that majority of the respondents agreed to a large extent on the question "I am sociable". However, the lowest mean recorded was 3.70 (SD = 1.232) indicating that majority of the respondents agreed to a large extent on the question "I am forceful". Moreover, majority of the respondents agreed to a large extent on the question "I am enthusiastic" with a mean of 4.11 (SD = .823). Furthermore, majority of the respondents agreed to a large extent on the question "I am adventurous" with a mean of 4.03 (SD = .860). In addition, majority of the respondents agreed to a large extent on the question "I am outgoing" with a mean of 3.92 (SD = .986).

Behavioural Purchase Intention of Hotel Guests

The study examined the behavioural purchase intention of the respondents in relation to their respective hotels. Seven questions indicating their behavioural purchase intention were assessed based on; likelihood to pay for services, likelihood to pay for services in the near future, intention to pay for services when given the opportunity, consideration of the hotel as a first choice in the next visit, intention to visit the hotel more often in the future, intention to visit again due to the excellent service provided and the intention to visit the hotel again.

Table 21: Behavioural Purchase Intention of Guests in Star Rated Hotels

Study Item	Mean	Std. Deviation
I am likely to pay for services in this hotel.	3.97	.955
There is the likelihood that I will pay for services in this hotel in the near future.	3.66	1.157
Given the opportunity, I intend to pay for services in this hotel.	3.85	.985
I will consider this hotel as my first choice in my next visit.	3.51	1.126
I will visit this hotel more often in the future	3.61	1.044
The excellent service provided deserves me another visit	3.59	1.137
I have no hesitation in visiting the hotel again.	3.68	1.086

Source: Survey Data (2022)

The results in table 21 revealed that the highest mean recorded was 3.97 (SD =.955) which indicates that majority of the respondents agreed to a large extent on the question "I am likely to pay for services in this hotel". However, the lowest mean recorded was 3.51 (SD = 1.126) which showed that majority of the respondents agreed to a large extent on the question "I will choose this hotel as my first choice in my next visit". Moreover, majority of

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the respondents agreed to a large extent on the question "Given the opportunity, I intend to pay for services in this hotel" with a mean of 3.85 (SD = .985).

Furthermore, majority of the respondents agreed to a large extent on the question "I have no hesitation in visiting the hotel again" with a mean of 3.68 (SD = 1.086). In addition, majority of the respondents agreed to a large extent on the question "There is the likelihood that I will pay for services in this hotel in the near future" with a mean of 3.66 (SD = 1.157). It is worthy of note that majority of the respondents agreed to a large extent on the question "I will visit this hotel more often in the future" with a mean of 3.61 (SD = 1.044). Also, majority of the respondents agreed to a large extent on the question "The excellent service provided deserves me another visit" with a mean of 3.59 (SD = 1.137).

Evaluation of PLS-SEM Results

The hypothesised relationships in the model have been examined in this study using Smart PLS 3.0. Results from the data analysis are presented in detail by the PLS-SEM. As a result, PLS-SEM achieves a more accurate measurement of the relevant theoretical ideas (Cole & Preacher, 2014). Consequently, PLS is now available as a causal prediction technique for SEM (Joreskog & Wold, 1982) which focuses on providing an explanation for the variation in the model's dependent variables (Chin et al., 2020). PLS-SEM analyses evaluate the structural model and measurement. While the structural model determines the importance of the proposed relationships, the measurement model demonstrates the consistency and validity of the

constructs. To assess the impact of predictors on the result, various hypotheses were put forth.

H₁: There is a statistically significant difference among male as well as female hotel guests in their perception of service quality.

H₂: There is a statistically significant relationship between service quality as well as behavioural purchase intention of guests in hotels.

H₃: There is a statistically significant relationship between service quality as well as the Big Five personality traits of guests in hotels.

H₄: There is a statistically significant relationship between the Big Five personality traits as well as the behavioural purchase intention of guests in hotels.

H₅: There is a statistically significant moderating effect of the Big Five personality traits on the relationship between service quality as well as the behavioural purchase intention of guests in hotels.

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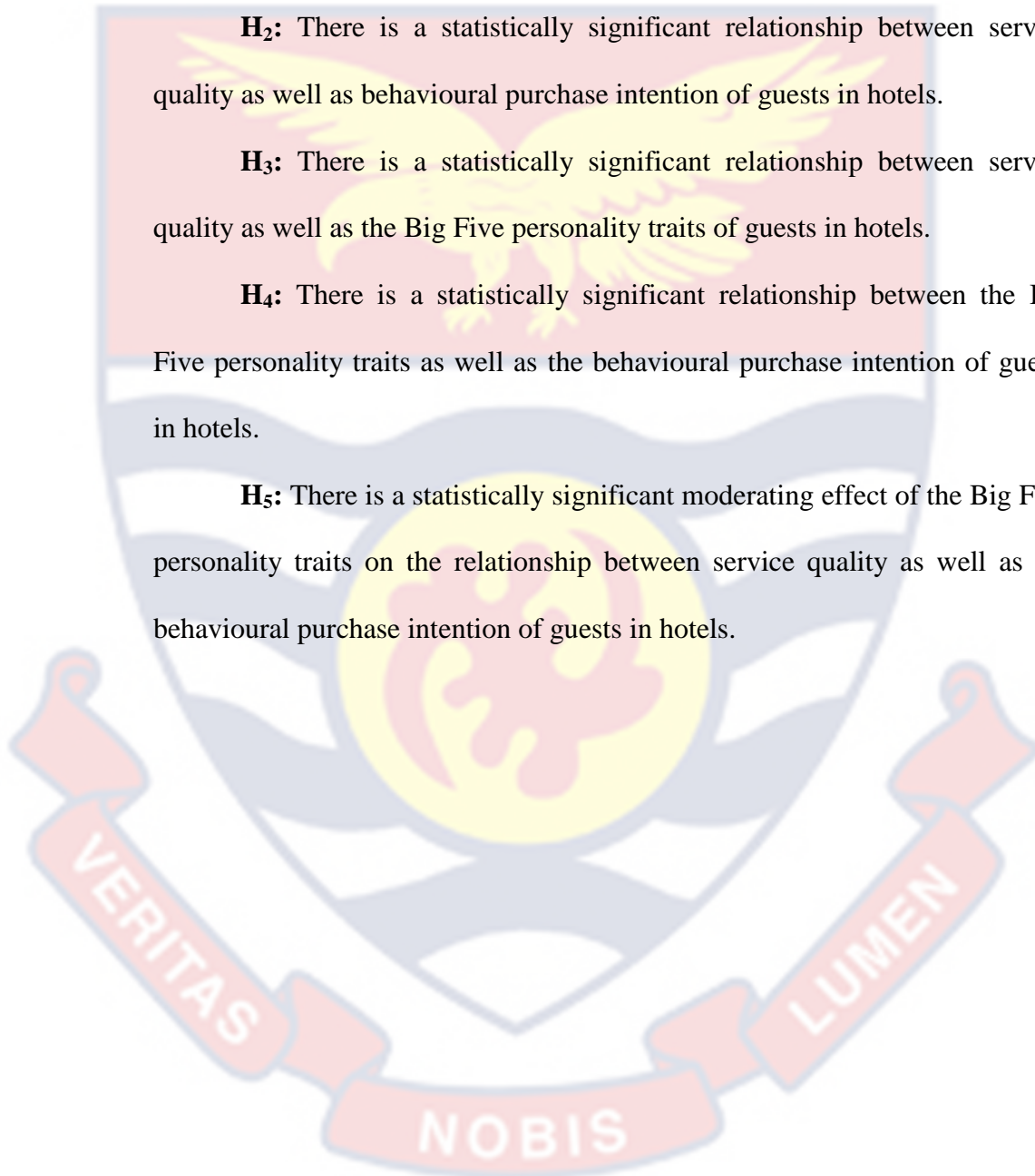
Model Creation

PLS-SEM route models are visual representations of the examined hypotheses and variable relationships (Hair et al., 2020).
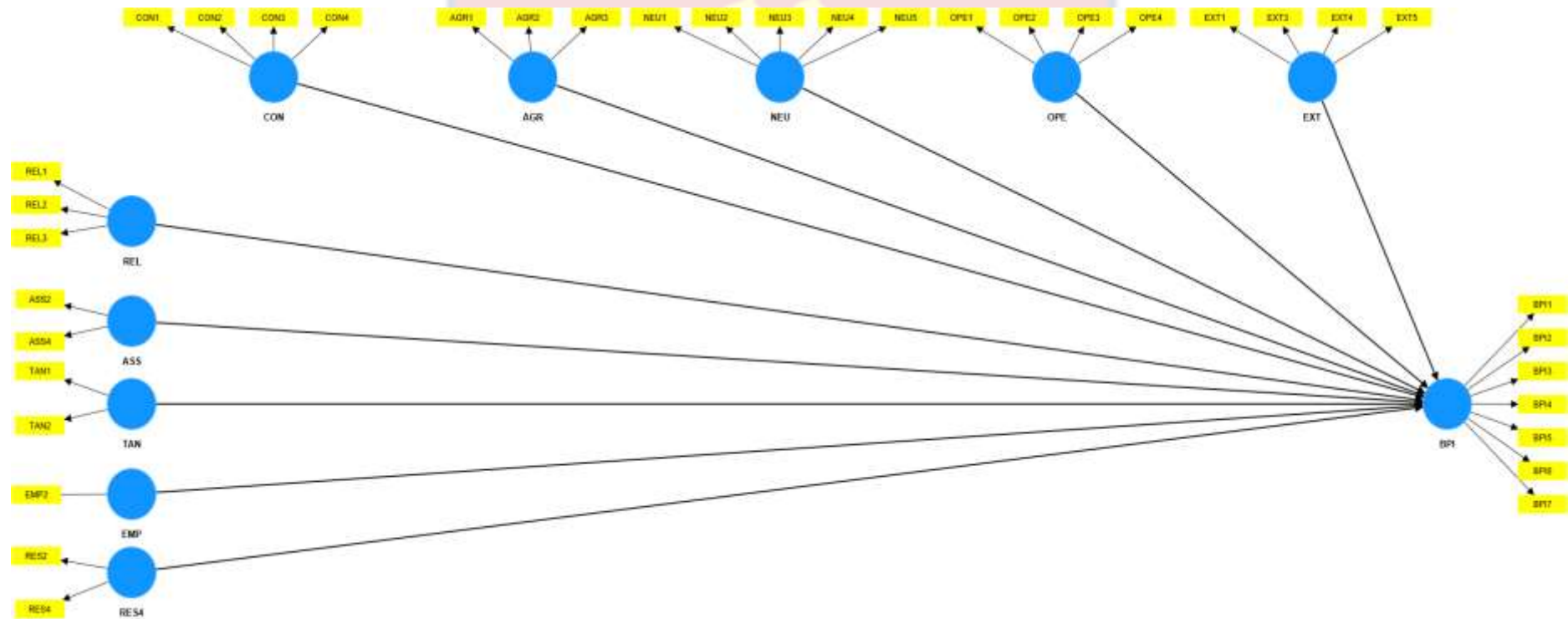
Figure 10: Measurement and Structural Mode
Source: Survey Data (2022)

Figure 11 delivers the empirical measures of the relationship between the indicators and the constructs. Based on this model the study estimated how well the theory fits the data (Hair et al., 2019). In the current study, the measurement and structural model in figure 10 delivers the relationship among service quality, personality traits as well as behavioural purchase intention.

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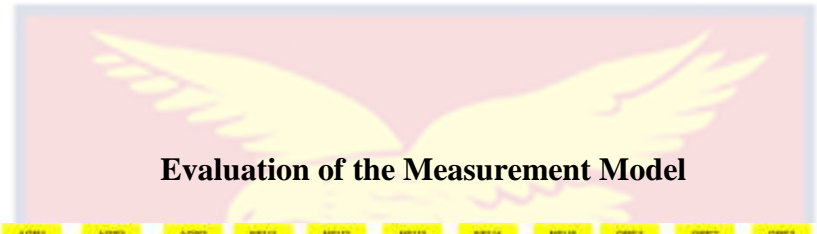
Evaluation of the Measurement Model
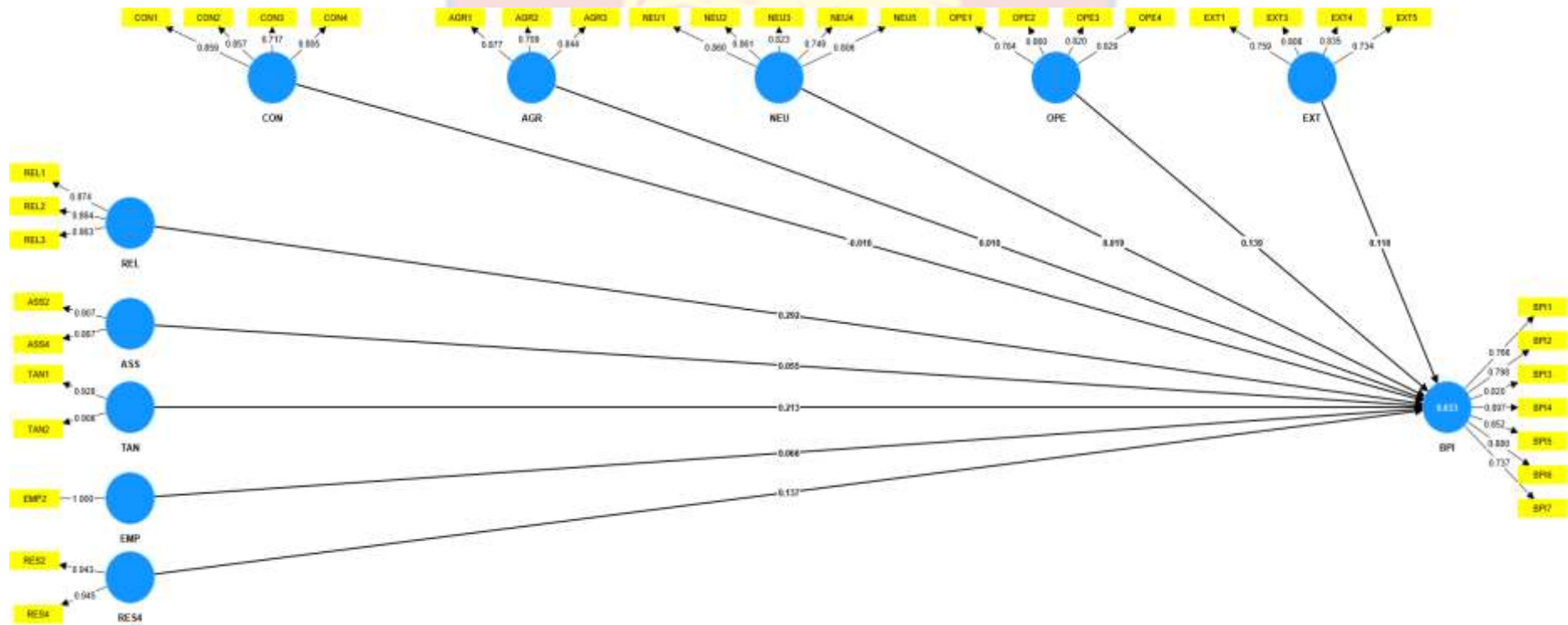
Figure 11: Measurement Mode
Source: Field Data (2022)

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To ensure reliability of the research items Hair et al. (2019) proposed that indicators measuring a construct in the structural model must be 0.60 for exploratory study and 0.70 for research that relies on established constructs. This is because the indicator elucidates more than 50 per cent of the indicator variance. This study used established constructs from existing studies and therefore performed a reliability test using minimum criteria of 0.70 for the indicators. All indicators that did not meet the requirement were deleted from the model.

The indicators were given labels such as REL 1, ASS1, TAN1, EMP 1, RES1, CON1, AGR1, NEU1, OPE1, EXT1 and BPI1 to enable easy coding and analysis. The indicators deleted from the model are ASS1, ASS3, EMP1, EMP3, EMP4, EMP5, REL4, REL5, RES1, RES3, TAN3, TAN4, CON5, CON6, AGR4, AGR5, AGR6, EXT2, OPE5 AND OPE6. However, indicators on BPI, and NEU were not deleted because they established the criteria for loadings based on established constructs of .70 (Hair et al., 2019). Based on the examination of the measurement approach, the study's construct quality is evaluated. The evaluation of outer loadings is the first step in the assessment of the quality standards. Next, the constructs' internal consistency reliability as well as validity are established.

Indicator Reliability

Indicator loadings denote to the extent to which each of the items in the correlation matrix correlates with the given principal component. indicator loadings range from -1.0 to +1.0 with higher absolute values indicating higher correlation of the item with the underlying construct (Pett et al., 2003). All items in the study had an indicator loading of 0.70 and above (Hair et al.,

2016; Hair et al., 2022). Cosequently, no items were further deleted. The

outer loadings are presented in table 22.

Table 22: Outer Loadings/Indicator Reliability

Indicators	Loadings
AGR1 <- AGR	0.877
AGR2 <- AGR	0.709
AGR3 <- AGR	0.844
ASS2 <- ASS	0.907
ASS4 <- ASS	0.887
BPI1 <- BPI	0.766
BPI2 <- BPI	0.798
BPI3 <- BPI	0.820
BPI4 <- BPI	0.897
BPI5 <- BPI	0.852
BPI6 <- BPI	0.880
BPI7 <- BPI	0.737
CON1 <- CON	0.859
CON2 <- CON	0.857
CON3 <- CON	0.717
CON4 <- CON	0.805
EMP2 <- EMP	1.000
EXT1 <- EXT	0.759
EXT3 <- EXT	0.808
EXT4 <- EXT	0.835
EXT5 <- EXT	0.734
NEU1 <- NEU	0.860
NEU2 <- NEU	0.861
NEU3 <- NEU	0.823
NEU4 <- NEU	0.749
NEU5 <- NEU	0.806
OPE1 <- OPE	0.784
OPE2 <- OPE	0.860
OPE3 <- OPE	0.820
OPE4 <- OPE	0.829
REL1 <- REL	0.874
REL2 <- REL	0.864
REL3 <- REL	0.863
RES2 <- RES4	0.943
RES4 <- RES4	0.945
TAN1 <- TAN	0.928
TAN2 <- TAN	0.906

Source: Survey Data (2022)

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Internal Consistency Reliability

According to Mark (1996) reliability is defined as the degree to which a measuring device is stable as well as consistent. The principle of reliability is replicability. If any instrument is administered over and over again, it should yield the same result. The degree to which all the observed items for a specific construct of their subscale are measuring the precise notion is known as internal consistency reliability, and it is a term that is frequently employed in research. (Urbach & Ahlemann, 2010).

Researchers have suggested the use of the Cronbach's alpha, composite reliability (rho_a) as well as composite reliability (rho_c) to evaluate the internal consistency reliability of the measurement model (Peterson & Kim, 2013; Hair et al., 2017). The Cronbach's alpha (a) measures the reliability of a set of indicators and increases with numbers of indicators. A value of 0.7 is regarded acceptable at the early phase of the research. However, the threshold should be higher at a latter phase such as 0.8 or 0.9 (Nunally, 1978). The composite reliability (rho_a) and composite reliability (rho_c) measures the reliability of a set of indicators and the threshold is between 0.7 to 0.9 (Bagozzi & Yi, 2012; Dijkstra, 2014; Dijkstra & Henseler, 2015; Hair et al, 2017).

Researchers have shown that the Cronbach's alpha is an acceptable lower –bound approximation of the true internal consistency reliability (Trizano – Hermosilla & Alvarado, 2016). The results for Cronbach alpha, composite reliability and compositr reliability (rho_a) and composite reliability (rho_c) are presented in table 23. The Cronbach alpha ranged from .758 to 1.00; the rho_a ranged from .763 to 0.926, whereas rho_c statistics

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ranged from .853 to 0.936. Both indicators of reliability have reliability statistics over the required threshold of .70 (Hair et al., 2019). Hence, construct reliability is established.

Table 23: Construct Reliability (Cronbach alpha, Composite Reliability Rho_a and Composite Reliability rho_c)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
AGR	0.764	0.839	0.853
ASS	0.758	0.763	0.892
BPI	0.920	0.926	0.936
CON	0.829	0.856	0.885
EXT	0.792	0.803	0.865
NEU	0.879	0.889	0.911
OPE	0.842	0.846	0.894
REL	0.835	0.838	0.900
RES4	0.877	0.878	0.942
TAN	0.811	0.820	0.914

Source: Survey Data (2022)

Construct Convergent Validity

Construct validity assess the extent to which results obtained from the use of a measure fit the theories for which the test is being designed (Sekaran & Bougie, 2016). Convergent validity is the extent to which a measure relates positively with another measure of the same construct (Ramayah et al., 2018). Implicatively, convergent validity is the degree to which multiple attempts to measure the same construct are in agreement (Hair et al., 2019). The impression is that two or more measures of the same construct should converge highly if they are valid measures of the construct (Bagozi et al., 1991).

The convergent validity of the measures used in this research are examined through the average variance extracted (AVE) (Hair et al., 2019). The AVE is comparable to the proportion of variance explained in factor

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analysis. AVE should exceed or be equal to 0.5 to suggest adequate convergent validity (Hair et al., 2017). This indicates that the construct explains 50 percent or more of the indicators variance that make up the construct (Hair et al., 2022). Convergent validity results based on the AVE statistics in the present study demonstrate that all constructs have AVE values that are ≥ 0.5. AVE for all variables ranged from 0.616 to 0.891. Hence, the criteria for convergent validity have been established as observed in table 24.

Table 24: Construct Convergent Validity (Average Variance Extracted (AVE))

Constructs	Average variance extracted (AVE)
AGR	0.662
ASS	0.805
BPI	0.678
CON	0.659
EXT	0.616
NEU	0.674
OPE	0.678
REL	0.751
RES4	0.891
TAN	0.841

Source: Survey Data (2022)

Discriminant Validity

Discriminant validity is the extent to which a construct is truly discrete from other constructs. Implicatively, it is the extent to which measures of dissimilar constructs are unique. The idea is that if two or more constructs are unique, then valid measures of each should not correlate too highly (Bagozzi et al., 1991). To evaluate discriminant validity in this study, the researcher considered: Fornell Larcker criterion as well as the Heterotrait-Monotrait ratio (HTMT).

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The square root of the AVE (in bold) for a construct must be greater than its correlation with all other constructs in order for discriminant validity to meet Fornell & Larcker's (1981) criteria. This is supported by Cin (2010) and Chin (1998) when they posited that the AVE of a latent variable ought to be higher than the squared correlations between the latent variable and all other variables. In this study, the square root of AVE for each construct was found to be greater than its correlation with other constructs (table 25). Hence providing a strong support for the establishment of discriminant validity.

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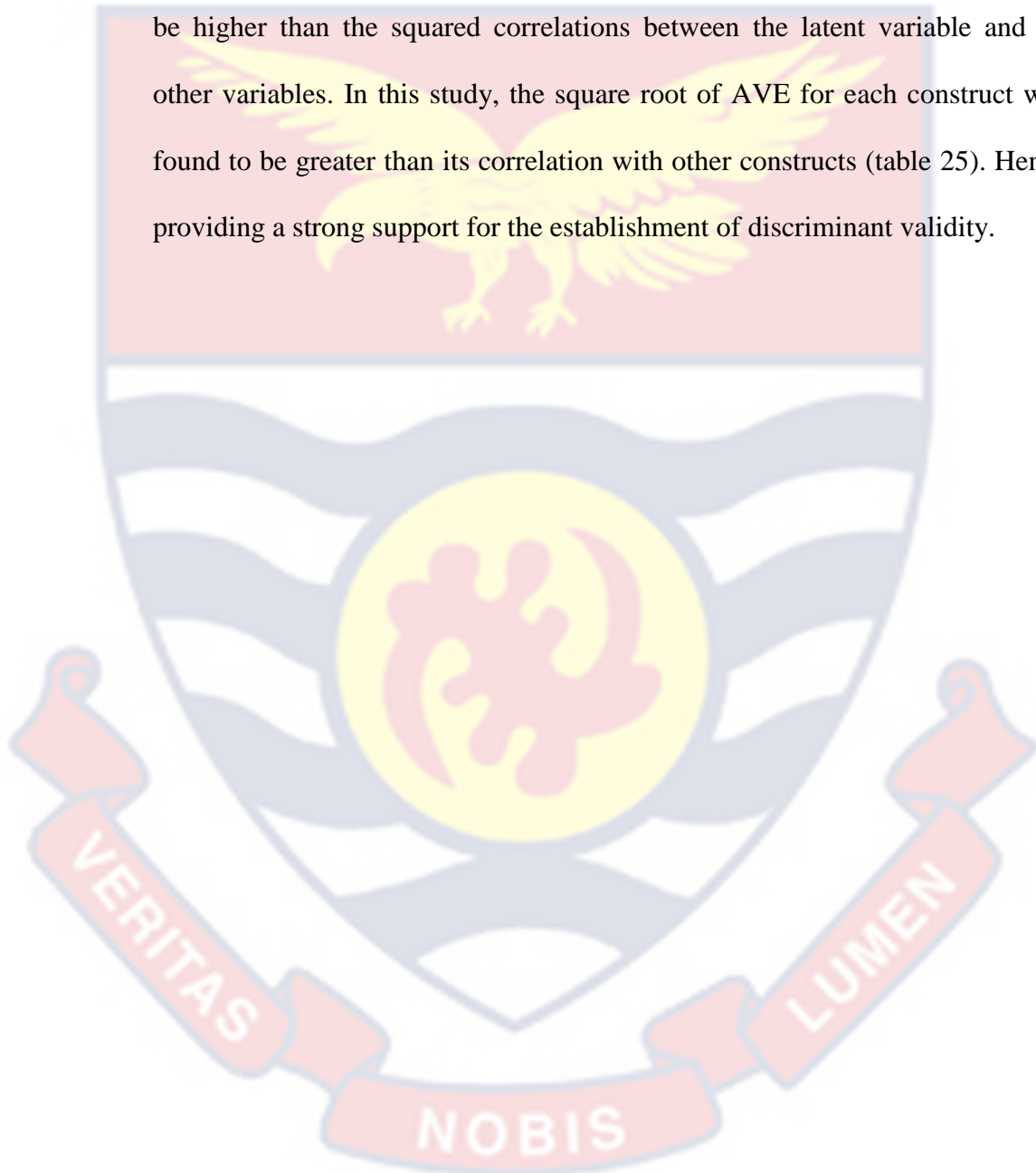
Table 25: Fornell - Larcker Criterion

	AGR	ASS	BPI	CON	EMP	EXT	NEU	OPE	REL	RES4	TAN
AGR	**0.813**										
ASS	0.208	**0.897**									
BPI	0.138	0.635	**0.823**								
CON	0.631	0.246	0.130	**0.811**							
EMP	0.144	0.683	0.601	0.134	**1.000**						
EXT	0.362	0.246	0.328	0.406	0.179	**0.785**					
NEU	-0.164	0.202	0.316	-0.197	0.252	0.086	**0.821**				
OPE	0.015	0.385	0.479	-0.018	0.340	0.363	0.571	**0.823**			
REL	0.136	0.705	0.705	0.138	0.648	0.199	0.237	0.328	**0.867**		
RES4	0.091	0.691	0.677	0.083	0.686	0.223	0.347	0.448	0.721	**0.944**	
TAN	0.094	0.693	0.694	0.085	0.658	0.207	0.291	0.398	0.742	0.701	**0.917**

Note: values in bold diagonal are values of the square root of AVE.
Source: Survey Data (2022)

Heterotrait-Monotrait Ratio (HTMT) was advanced to solve the insensitive nature of the Fornel Larcker as well as cross loading criteria as a better alternative (Henseler et al., 2015). Basically, it is an estimate of the correlation between the construct based on the average of HTMT correlation as suggested by Hanseler et al. (2015). In the current study, the HTMT ratio of correlation was used to assess the discriminant validity which are considered superior compared to other methods (Henseler et al., 2015).

HTMT has been suggested because it is able to achieve higher specificity as well as sensitivity compared to the cross loading criterion and Fornell-Larcker criterion. Hair et al. (2019) suggested that the HTMT compares the mean average of the constructs measuring a target construct in the model. The ratio of HTMT is expected to be lower than 0.9 at 95% confident interval. The value of HTMT higher than 0.9 indicate there is a lack of discriminant validity (Teo et al., 2008; Hair et al., 2017). Table 26 revealed the result of the HTMT. Consequently, all the values were lower than the threshold of 0.9; hence, the discriminant validity of the variables are adequate.

Table 26: Heterotrait – Monotrait Ratio (HTMT)

	AGR	ASS	BPI	CON	EMP	EXT	NEU	OPE	REL	RES4	TAN
AGR											
ASS	0.257										
BPI	0.161	0.757									
CON	0.804	0.306	0.161								
EMP	0.149	0.786	0.624	0.142							
EXT	0.465	0.317	0.386	0.496	0.198						
NEU	0.184	0.245	0.344	0.228	0.266	0.124					
OPE	0.051	0.478	0.541	0.108	0.368	0.436	0.668				
REL	0.171	0.886	0.798	0.179	0.707	0.246	0.267	0.382			
RES4	0.095	0.850	0.748	0.097	0.733	0.264	0.390	0.517	0.839		
TAN	0.116	0.884	0.797	0.105	0.729	0.260	0.335	0.473	0.897	0.827	

Source: Survey Data (2022)
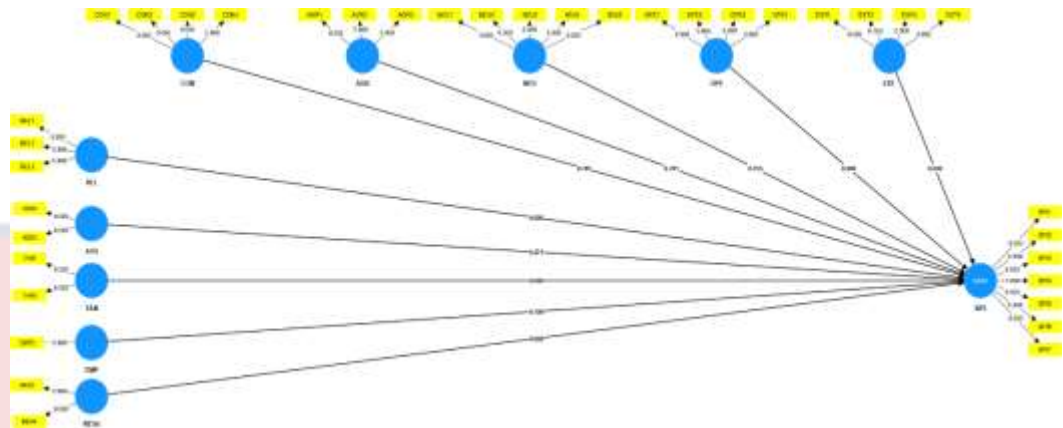
Figure 12: Bootstrapping Model
Source: Survey Data (2022)

To determine whether the HTMT deviates considerably from 1.0, bootstrap confidence intervals can also be used (Henseler et al., 2015). In the current research, we utilized bootstrapping to conclude whether the HTMT values are substantially different from 1 in order to analyze the HTMT ratio.

Table 27: Confidence Interval Bias Corrected

	Original sample (O)	Sample mean (M)	Bias	2.5%	97.5%
AGR -> BPI	0.010	0.013	0.003	**-0.062**	**0.074**
ASS -> BPI	0.055	0.054	-0.001	**-0.038**	**0.163**
CON -> BPI	-0.010	-0.009	0.001	**-0.080**	**0.060**
EMP -> BPI	0.066	0.064	-0.003	**-0.011**	**0.150**
EXT -> BPI	0.118	0.117	-0.001	**0.062**	**0.176**
NEU -> BPI	0.019	0.021	0.001	**-0.039**	**0.076**
OPE -> BPI	0.139	0.140	0.000	**0.062**	**0.215**
REL -> BPI	0.292	0.293	0.001	**0.211**	**0.366**
RES4 -> BPI	0.137	0.139	0.002	**0.050**	**0.226**
TAN -> BPI	0.213	0.214	0.000	**0.120**	**0.307**

Source: Survey Data (2022)

The bootstrapping report shows that the HTMT ratio is significantly different from 1 (in bold). Consequently, discriminant validity has been established as adequate.

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Evaluation of the Structural Model

The structural model displays the relationship between constructs. Furthermore, the structural model's ability to predict one or more target constructs is evaluated based on the model's output (Hair et al., 2017). Moreover, the assessment of the structural model consists of six procedures. These are; collinearity assessment, path coefficient, coefficient of determination (R^2), effect size (f^2), blindfolding and predictive relevance (Q^2) and effect size (q^2).
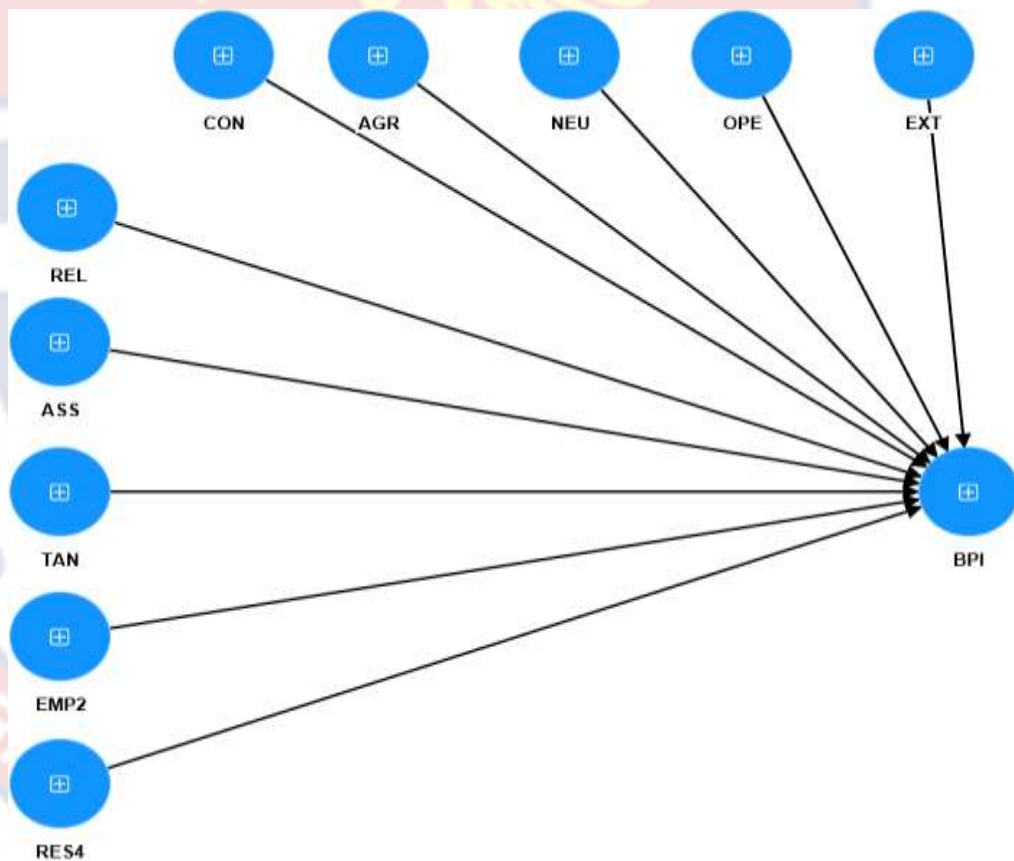
Figure 13: Structural Model
Source: Survey data (2022)

Collinearity Assessment

Collinearity is the problem linked to the correlation matrix in which two or more predictors are highly correlated to each other (Hair et al., 2006; Tabachnick & Fidel, 2007). Since the point estimates and standard errors can

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be biased by strong correlations of each set of predictor constructs, the structural model regressions must be examined for potential collinearity issues (Sarstedt & Mooi, 2019). Collinearity among latent variables is evaluated through Variance Inflated Factor (VIF). Implicatively, $VIF \geq 5$ indicates a possible collinearity problem (Hair et al., 2011). Moreover, $VIF \geq 3$ indicates a possible collinearity problem (Diamantopoulos & Siguaw, 2006). The results presented in table 28 revealed that all the values are below 3 and 5 therefore the model does not have collinearity problem.

Table 28: Collinearity Statistics (Inner VIF)

	VIF
AGR -> BPI	1.725
ASS -> BPI	2.888
CON -> BPI	1.901
EMP -> BPI	2.387
EXT -> BPI	1.476
NEU -> BPI	1.639
OPE -> BPI	1.953
REL -> BPI	2.968
RES4 -> BPI	2.979
TAN -> BPI	2.876

Source: Survey Data (2022)

Path Coefficient

Path coefficient is the coefficient linking the constructs in the structural model of the study. It represents the hypothesised relationship or the strength of the relationship among constructs. Path coefficients close to +1 indicate a strong positive relationship and vice versa for negative values. The closer the estimated relationship is to 0, the weaker the relationship. Very low values

close to 0 are not statistically significant. Figure 15, shows both positive and

negative relationships between the constructs under consideration.
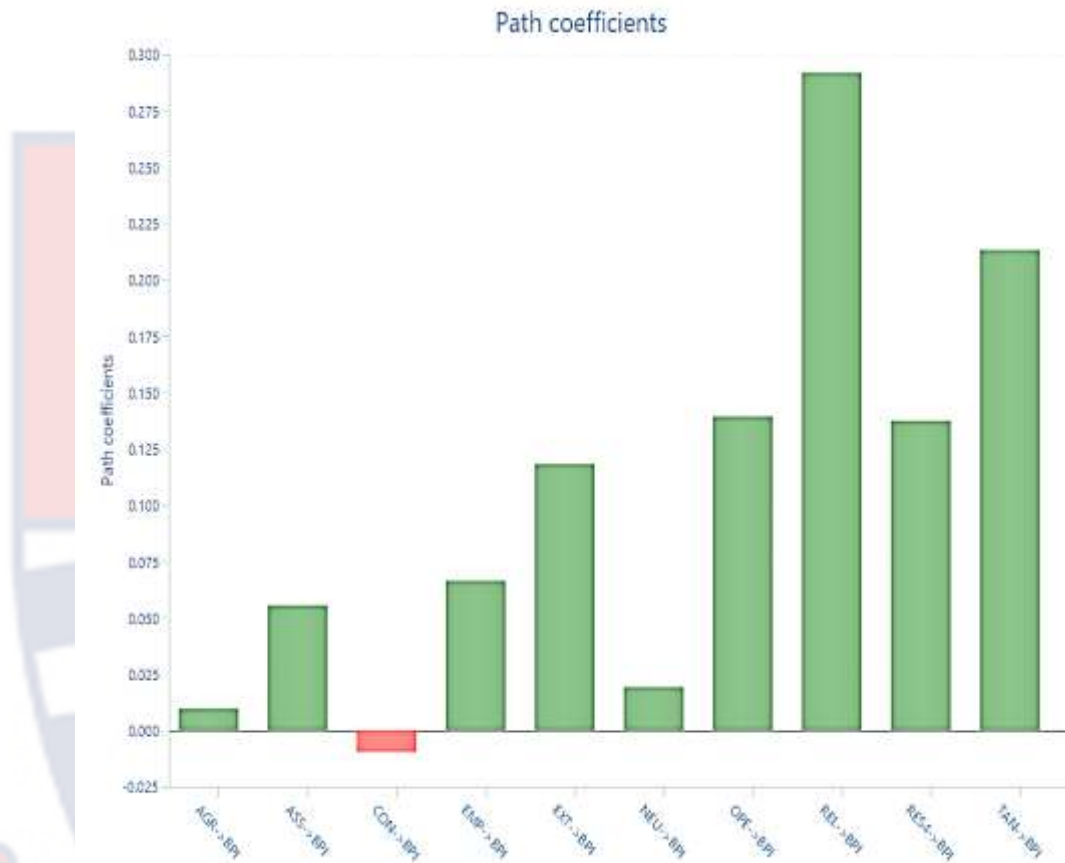
Figure 14: Graphical Chart of Path Coefficient

Source: Survey Data (2022)

Table 29: Path Coefficient

	Path coefficients
AGR -> BPI	0.010
ASS -> BPI	0.055
CON -> BPI	-0.010
EMP -> BPI	0.066
EXT -> BPI	0.118
NEU -> BPI	0.019
OPE -> BPI	0.139
REL -> BPI	0.292
RES4 -> BPI	0.137
TAN -> BPI	0.213

Source: Survey Data, (2022).

Table 29 shows both negative and positive relationship among the constructs under consideration. Implicatively, agreeableness, assurance, empathy, extraversion, neuroticism, openness to experience, reliability, responsiveness and tangibles have a positive relationship with the behavioural purchase intention of consumers respectively. However, conscientiousness has a negative relationship with the behavioural purchase intention of consumers.

The standard error that is obtained through bootstrapping, which enables the computation of the empirical t-values and p-values for all structural route coefficients, determines if the coefficient is significant. We infer that the coefficient is statistically significant for a given error probability when the empirical t-value exceeds the critical value. Critical values of 1.65 (significance level 10%) and 1.96 (significance level 5%) are frequently employed for two-tailed tests. P-values are another tool used by researchers to evaluate significant levels. In order to draw the conclusion that the association under examination is significant, the p-value must be lower than 0.05 when assuming a significance level of 5%. The p-value must be lower than 0.01 to suggest a relationship is significant when using a 1% significance level assumption.

In an ordinary least squares (OLS) regression, the path coefficient can be thought of as the standardized beta coefficient. When everything else is constant, a change of one unit in the exogenous construct causes the endogenous construct to change by the size of the path coefficient (Hair et al., 2010).

Table 30: Significance of Path Coefficient

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
AGR -> BPI	0.010	0.035	0.278	0.781
ASS -> BPI	0.055	0.050	1.102	0.271
CON -> BPI	-0.010	0.036	0.272	0.785
EMP -> BPI	0.066	0.041	1.617	0.106
EXT -> BPI	0.118	0.029	4.057	0.000
NEU -> BPI	0.019	0.030	0.651	0.515
OPE -> BPI	0.139	0.039	3.550	0.000
REL -> BPI	0.292	0.040	7.295	0.000
RES -> BPI	0.137	0.044	3.088	0.002
TAN -> BPI	0.213	0.049	4.383	0.000

Source: Survey Data (2022)

From table 30, the various hypotheses were tested to ascertain the significance of the relationships. H_1 evaluates whether service quality has a significant impact on behavioural purchase intention. The results reveal that reliability (β = 0.292, t = 7.295, p =0.000), responsiveness (β = 0.137, t = 3.088, p =0.002) and tangibles (β = 0.213, t = 4.383, p =0.000) have a significant impact on behavioural purchase intention respectively. However, assurance (β = 0.055, t = 1.102, p =0.271) and empathy (β = 0.066, t = 1.617, p =0.106) does not have a significant impact on behavioural purchase intention.

H_2 evaluates whether personality traits have a significant impact on behavioural purchase intention. The results reveal that extraversion (β = 0.118, t = 4.057, p =0.000) and openness to experience (β = 0.139, t = 3.550, p =0.000) have a significant impact on behavioural purchase intention respectively. However, conscientiousness (β = -0.010, t = 0.272, p =0.781), agreeableness (β = - 0.010, t = 0.278, p =0.781) and neuroticism (β = 0.019, t = 0.651, p =0.515) does not have a significant impact on the behavioural purchase intention of guests.

Coefficient of Determination (R^2 value)

The suitability of the model is determined by the strength of each structural path determined by R^2 value for the dependent variable. Implicatively, the R^2 represents the variance explained of the endogenous variable by the exogenous variable (Hair et al., 2019). The R^2 value ranges from 0 to 1 with higher level indicating higher levels of predicting accuracy (Falk & Miller,1992). It was articulated that values of 0.75, 0.50 or 0.25 can be described as substantial, moderate and weak (Hair et al., 2011). Chin (1998) articulated the value of 0.67, 0.33 and 0.19 as substantial moderate and

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weak. This is referred to as the in-sample predictive power criteria (Rigdou, 2012).

Table 31: Coefficient of Determination

	R-square	R-square adjusted
BPI	0.633	0.628

Source: Survey Data (2022)

In table 31, the R^2 of 0.633 represents a moderate explanatory power of the guests' behavioural purchase intention in the hotels. Implicatively, 63.3% of the variance in behavioural purchase intent of guests in hotels is explained by service quality and personality traits.
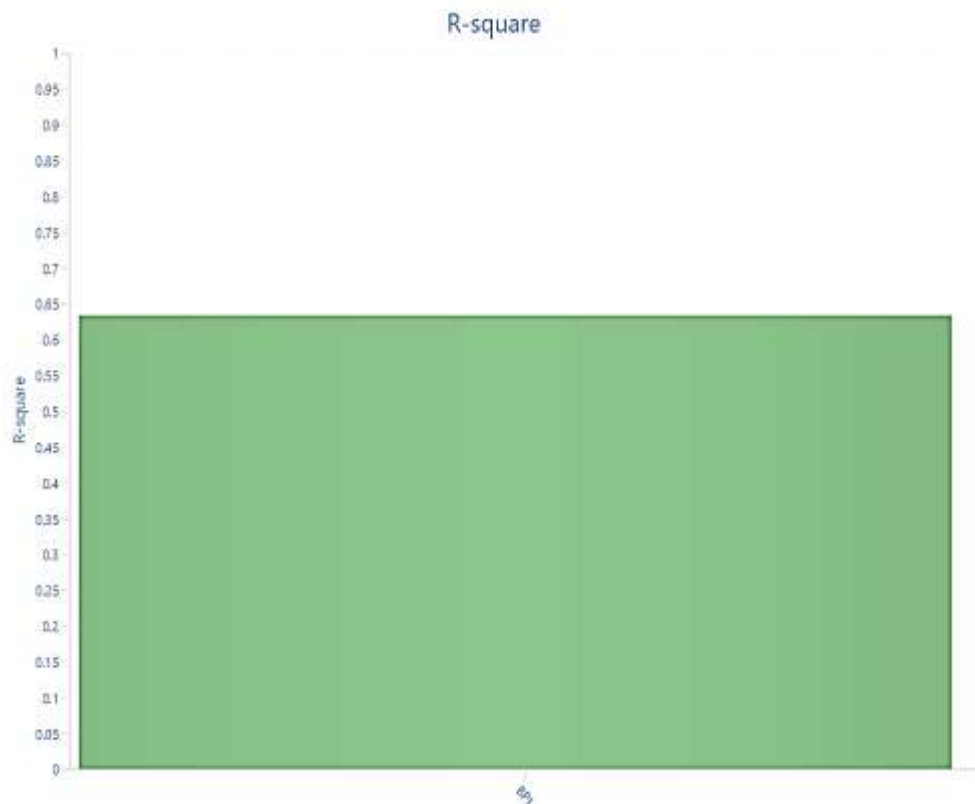
Figure 15: Coefficient of Determination
Source: Survey Data (2022)

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Effect Size (f^2)

Valuation of the effect size permits the researcher to detect the effect of each exogenous construct on the endogenous construct (Hair et al., 2019). Valuation of the effect size (f^2) is necessary to confirm whether the exclusion of a particular construct from the research model may have substantial influence on its dependent constructs (Hair et al., 2019). Cohen (1998) guidelines of assessing f^2 are that; 0.02 represents small, 0.15 represents medium, 0.35 represents large effect of the exogenous latent variable. Effect size values of less than 0.02 indicate that there is no effect.

Table 32: Effect Size (f^2)

	f-square
AGR -> BPI	0.000
ASS -> BPI	0.003
CON -> BPI	0.000
EMP -> BPI	0.005
EXT -> BPI	0.026
NEU -> BPI	0.001
OPE -> BPI	0.027
REL -> BPI	0.078
RES -> BPI	0.017
TAN -> BPI	0.043

Source: Survey Data (2022)

The effect size depicted in table 32 portray that when tangible (f^2 = 0.043) is omitted, it will represent a small effect on the behavioural purchase intention of consumers. This shows that tangibles is of a small importance to the behavioural purchase intention. Similarly, when reliability (f^2 = 0.078) is omitted from the model, it will have s mall effect on the behavioural purchase intention of consumers. However, empathy, responsiveness and assurance (f^2 = 0.005, 0.017, 0.003) if omitted will have no effect on the behavioural purchase intent of customers.

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Moreover, extraversion, and openness to experience (f^2 = 0.026, 0.027) when omitted will have a small effect on the behavioural purchase intention of consumers respectively. However, agreeableness, conscientiousness and neuroticism (f^2 = 0.000, 0.000, 0.001) if omitted will have no effect on behavioural purchase intention.

Figure 16: Effect Size (f^2)
Source: Survey Data (2022)

Predictive Relevance (Q^2)

In addition to examining the magnitude of R^2 values as a measure of predictive accuracy, researchers should also scrutinize the Stone - Geisser's Q^2 value (Geisser, 1974; Stone, 1974). This model is an indicator of the models predictive power or predictive relevance. The Q^2 value is obtained by through the PLS predict proceedure. Q^2 values larger than 0 suggests that the model has predictive power for a certain endogenous construct (Henseler et al., 2009). In contrast, values of 0 and below indicates lack of predictive

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relevance. This study revealed that the Q^2 value is greater than 0. Implicatively, the model generally has predictive relevance.

Table 33: Construct Cross Validated Redundancy (Predictive Relevance)

	Q²predict
BPI	0.618

Source: Survey Data (2022)

Model Fit

The model fit was evaluated using the Standard Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). The SRMR is the difference between the observed correlation as well as the model implied correlation matrix. Basically, the SRMR assesses the average magnitude of discrepancies between observed as well as expected correlations as an absolute measure of (model) fit criterion. The value of the SRMR was 0.058 which indicates an acceptable model fit (Hair et al., 2016). The NFI is 1 minus the Chi^2 value of the proposed model divided by the Chi^2 values of the null model. Consequently, the NFI results in values between 0 and 1. The closer the value is to 1, the better the fit (Lohmoller, 1989). The value of the NFI was 0.792 which indicates an acceptable model fit.

Table 34: Model Fit Summary

	Saturated model	Estimated model
SRMR	0.058	0.058
d_ULS	2.345	2.345
d_G	0.816	0.816
Chi-square	3757.794	3757.794
NFI	0.792	0.792

Source: Survey Data (2022)

Moderator Analysis

Moderation refers a state where the relationship between two constructs is not consistent, but depends on the worth of an additional variable known as a moderator variable (Hair et al., 2017). The moderator variable modifies the intensity as well as the trajectory of relationship between two constructs in a model (Baron & Kenny, 1986). To evaluate the moderator variable, we need to test the measurement and structural model, size of the moderating effect, assess whether the interaction term is significant and assess the moderator's effect size (Hair et al., 2017).

In the literature related to PLS path modelling, approaches for analysis of interaction effect between variables presented so far are: product indicator method (Chin et al. 1996); two-stage method (Henseler et al., 2012); hybrid method (Wold, 1992) and the orthogonalizing method (Little et al., 2006). This study adopted the two-stage method. This is because recognizing the easy use of the two-stage approach, it appears recommended to apply the two-stage approach to assess the significance of the interaction effect (Henseler & Chin, 2010).

In the context of moderation, particular attention should be paid to the f^2 effect size of the interaction effect (Memon et al., 2018; Hair et al., 2022). General guidelines for assessing f^2 suggest values of 0.02, 0.15 and 0.035 to represent small, medium and large effect sizes respectively (Cohen, 1988). However, Aguinis et al. (2005) have revealed that the average effect size in tests of moderation is only 0.009. Against this background, Kenny (2018) proposes that 0.005, 0.01 and 0.025 respectively, constitute more accurate

standards for small, medium and large effect sizes of moderation. This study

adopted the rule of thumb suggested by Kenny (2018).

To achieve research hypothesis **H₃**, the study analysed the moderation

effect of personality traits on the relationship between service quality as well

as behavioural purchase intention as shown in the model.

Moderating Role of Agreeableness on the Relationship Between Service

Quality and Behavioural Purchase Intention
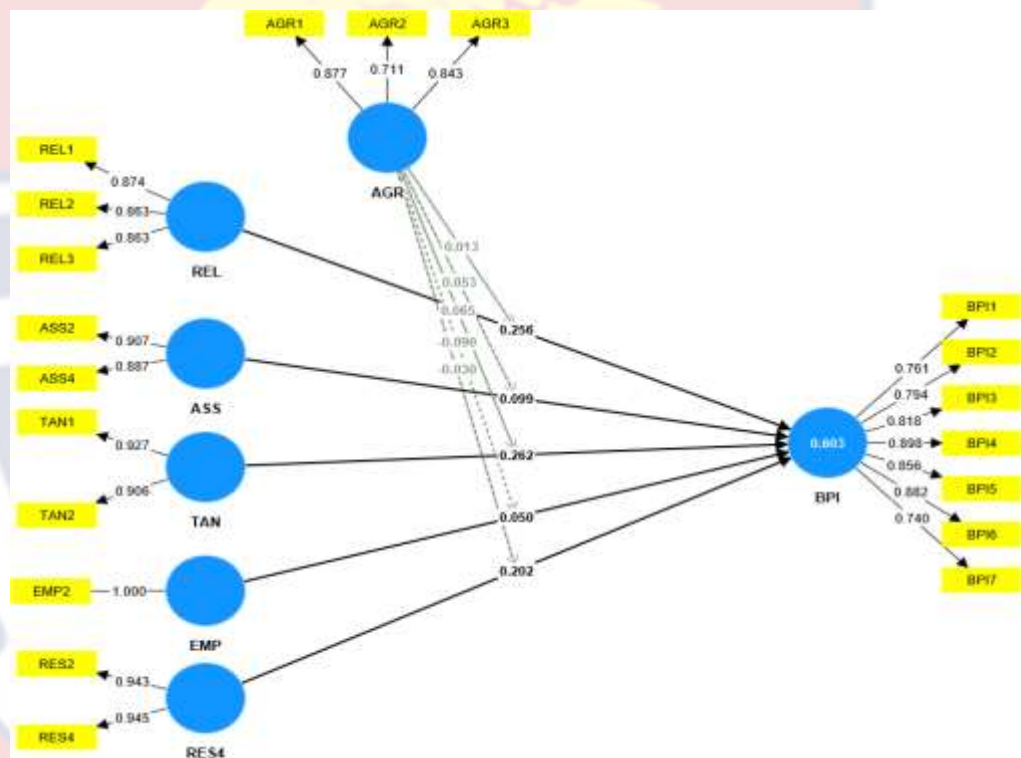
Figure 17: Moderation Role of Agreeableness
Source: Survey Data (2022)

Path Coefficient
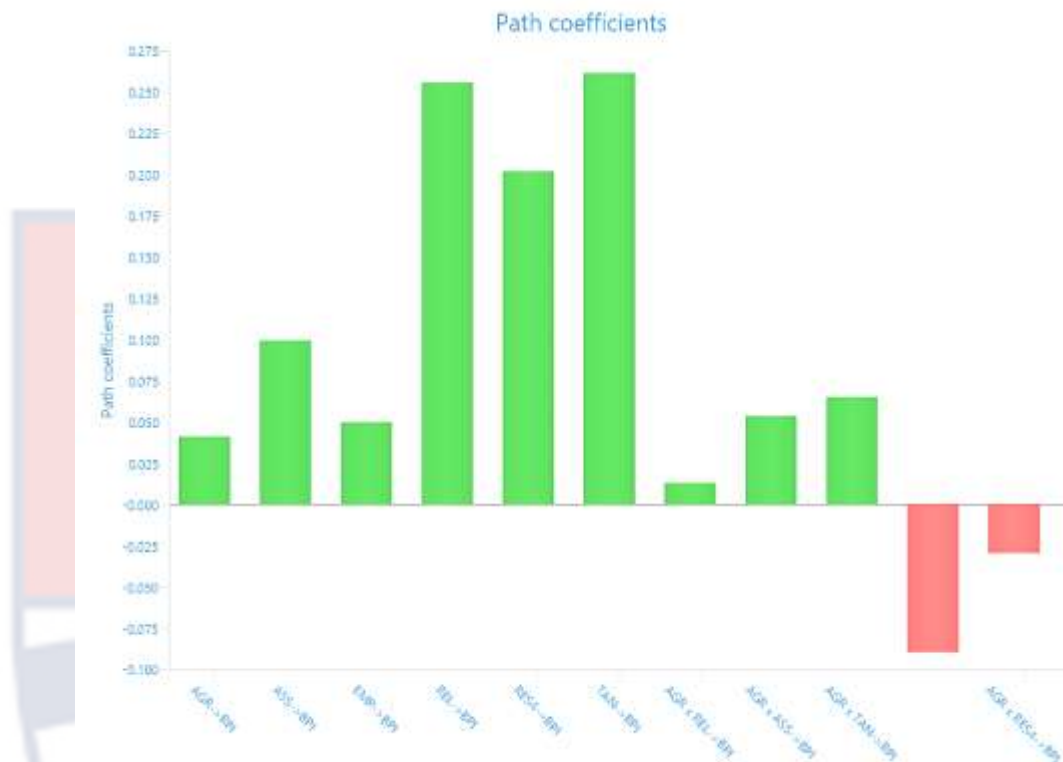
Figure 18: Moderation Effect of Agreeableness
 Source: Survey Data (2022)

The result show that agreeableness has a positive effect (AGR x REL -> BPI = 0.013) on the relationship between reliability and behavioural purchase intention of guests in hotels. Moreover, agreeableness has a positive moderating effect (AGR x ASS -> BPI = 0.053) on the relationship between assurance and behavioural purchase intention of hotel guests. Furthermore, agreeableness has a positive moderation effect (AGR x TAN -> BPI = 0.065) on the relationship between tangibles and the behavioural purchase intention of guests in hotels.

However, agreeableness had a negative effect (AGR x EMP -> BPI = -0.090) on the relationship between empathy and behavioural purchase intention of guests in hotels. In addition, agreeableness has a negative effect

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(AGR x RES -> BPI = -0.030) on the relationship between responsiveness and behavioural purchase intention of guests in hotels.

Table 35: Path Coefficient

Moderation	Path coefficients
AGR x REL -> BPI	0.013
AGR x ASS -> BPI	0.053
AGR x TAN -> BPI	0.065
AGR x EMP -> BPI	-0.090
AGR x RES4 -> BPI	-0.030

Source: Survey Data (2022)

Significance of the Moderation Effect

The moderation role of agreeableness ($\beta = 0.013$, $t = 0.262$, $p = 0.793$) on the relationship between reliability and behavioural purchase intention is not significant. Besides, the moderation role of agreeableness ($\beta = 0.058$, $t = 0.919$, $p = 0.358$) on the relationship between assurance and behavioural purchase intention is not significant. Also, the moderation role of agreeableness ($\beta = 0.065$, $t = 1.200$, $p = 0.230$) on the relationship between tangible and behavioural purchase intention is not significant. Moreover, the moderation role of agreeableness ($\beta = -0.090$, $t = 1.893$, $p < 0.050$) on the relationship between empathy and behavioural purchase intention is not significant. Furthermore, the moderation role of agreeableness ($\beta = 0.030$, $t = 0.598$, $p = 0.550$) on the relationship between responsiveness and behavioural purchase intention is not significant.

Table 36: Significance of Moderation

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
AGR x REL -> BPI	0.013	0.050	0.262	0.793
AGR x ASS -> BPI	0.053	0.058	0.919	0.358
AGR x TAN -> BPI	0.065	0.054	1.200	0.230
AGR x EMP -> BPI	-0.090	0.047	1.893	0.058
AGR x RES -> BPI	-0.030	0.049	0.598	0.550

Source: Survey Data (2022)

Effect Size (f^2)

Table 37 shows that the moderation role of agreeableness has no effect on the relationship between reliability ($f^2 = 0.000$), assurance ($f^2 = 0.003$), tangibles ($f^2 = 0.004$) and responsiveness ($f^2 = 0.001$), on the behavioural purchase intention of guests. However, the moderation role of agreeableness has a small effect on the relationship between empathy ($f^2 = 0.009$) and behavioural purchase intention (Kenny, 2018).

Table 37: Effect Size (f^2)

	f-square
AGR x REL -> BPI	0.000
AGR x ASS -> BPI	0.003
AGR x TAN -> BPI	0.004
AGR x EMP -> BPI	0.009
AGR x RES4 -> BPI	0.001

Source: Survey Data (2022)

Moderating Role of Conscientiousness on the Relationship Between

Service Quality and Behavioural Purchase Intention

Figure 19: Moderation Role of Conscientiousness
Source: Survey Data (2022)

Path Coefficient


Figure 20: Moderation Effect of Conscientiousness
Source: Survey Data (2022)

The result show that conscientiousness has a negative effect (CON x REL -> BPI = - 0.050) on the relationship between reliability and behavioural purchase intention of guests in hotels. Moreover, conscientiousness has a positive moderating effect (CON x ASS -> BPI = 0.076) on the relationship between assurance and behavioural purchase intention of hotel guests. Furthermore, conscientiousness has a negative moderation effect (CON x TAN -> BPI I = - 0.011) on the relationship amid tangibles as well as the behavioural purchase intention of guests in hotels. However, conscientiousness had a negative effect (CON x EMP -> BPI = -0.052) on the relationship between empathy and behavioural purchase intention of guests in hotels. However, conscientiousness has a positive effect (CON x RES -> BPI = 0.054) on the relationship between responsiveness and behavioural purchase intention of guests in hotels.

Table 38: Path Coefficient

	Path coefficients
CON x REL -> BPI	-0.050
CON x ASS -> BPI	0.076
CON x TAN -> BPI	-0.011
CON x EMP -> BPI	-0.052
CON x RES -> BPI	0.054

Source: Survey Data (2022)

Significance of the Moderation Effect

Moderation analysis was performed to evaluate the moderation role of conscientiousness on the relationship among service quality as well as behavioural purchase intention. The results demonstrated that conscientiousness has an insignificant moderation role on the relationship between reliability and behavioural purchase intention (β = -0.050, t = 1.073, p

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= 0.283), assurance and behavioural purchase intention (β = 0.076, t = 1.460, p = 0.144), tangibles and behavioural purchase intention (β = - 0.011, t = 0.225, p = 0.822), empathy and behavioural purchase intention (β = - 0.052, t = 1.206, p = 0.228), responsiveness and behavioural purchase intention (β = 0.054, t = 1.188, p = 0.235)

Table 39: Significance of Moderation

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CON x REL -> BPI	-0.050	0.046	1.073	0.283
CON x ASS -> BPI	0.076	0.052	1.460	0.144
CON x TAN -> BPI	-0.011	0.049	0.225	0.822
CON x EMP -> BPI	-0.052	0.043	1.206	0.228
CON x RES -> BPI	0.054	0.045	1.188	0.235

Source: Survey Data (2022)

Effect Size (f^2)

Table 40 shows that the moderation role of conscientiousness has a no effect on the relationship between reliability ($f^2 = 0.002$), tangibles ($f^2 = 0.000$), empathy ($f^2 = 0.004$), and responsiveness ($f^2 = 0.003$) on behavioural purchase intention of guests respectively (Kenny, 2018). However, the moderation role of conscientiousness on the relationship between assurance and behavioural purchase intention ($f^2 = 0.000$) has a small effect size.

Table 40: Effect Size (f^2)

	f-square
CON x REL -> BPI	0.002
CON x ASS -> BPI	0.006
CON x TAN -> BPI	0.000
CON x EMP -> BPI	0.004
CON x RES4 -> BPI	0.003

Source: Survey Data (2022)

Moderating Role of Extraversion on the Relationship Between Service
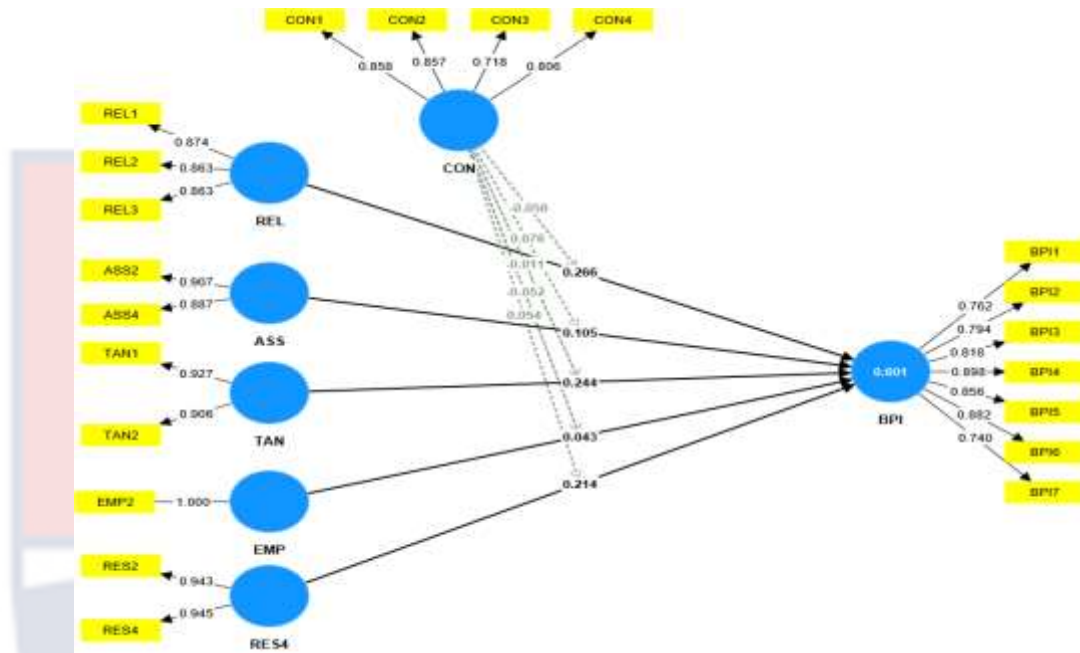
Quality and Behavioural Purchase Intention

Figure 21: Moderation Role of Extraversion
Source: Survey Data (2022)

Path Coefficient

Figure 22: Moderation Effect of Extraversion.
 Source: Survey Data (2022)

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The result show that extraversion has a negative effect (EXT x REL -> BPI = - 0.003) on the relationship between reliability and behavioural purchase intention of guests in hotels. In addition, extraversion has a positive moderating effect (EXT x ASS -> BPI = 0.062) on the relationship between assurance and behavioural purchase intention of hotel guests. Furthermore, extraversion has a negative moderation effect (EXT x TAN -> BPI = -0.028) on the relationship amid tangibles as well as the behavioural purchase intention of guests in hotels.

However, extraversion had a negative effect (EXT x EMP -> BPI = -0.070) on the relationship between empathy and behavioural purchase intention of guests in hotels. Moreover, Also, extraversion has a positive effect (EXT x RES -> BPI = 0.011) on the relationship between responsiveness and behavioural purchase intention of guests in hotels.

Table 41: Path Coefficient

	Path coefficients
EXT x REL -> BPI	-0.003
EXT x ASS -> BPI	0.062
EXT x TAN -> BPI	-0.028
EXT x EMP -> BPI	-0.070
EXT x RES -> BPI	0.011

Source: Survey Data (2022)

Significance of the Moderation Effect

Moderation scrutiny was executed to appraise the moderation role of extraversion on the relationship between service quality as well as behavioural purchase intention. The results revealed that extraversion has an insignificant moderation role on the relationship between reliability and behavioural purchase intention (β = - 0.003, t = 0.085, p = 0.933), assurance and

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behavioural purchase intention ($\beta = 0.062$, $t = 1.406$, $p = 0.160$), tangibles and behavioural purchase intention($\beta = -0.028$, $t = 0.607$, $p = 0.544$) empathy and behavioural purchase intention ($\beta = -0.070$, $t = 1.890$, $p = 0.059$), responsiveness and behavioural purchase intention ($\beta = 0.011$, $t = 0.226$, $p = 0.821$).

Table 42: Significance of Moderation

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
EXT x REL -> BPI	-0.003	0.040	0.085	0.933
EXT x ASS -> BPI	0.062	0.044	1.406	0.160
EXT x TAN -> BPI	-0.028	0.047	0.607	0.544
EXT x EMP -> BPI	-0.070	0.037	1.890	0.059
EXT x RES -> BPI	0.011	0.049	0.226	0.821

Source: Survey Data (2022)

Effect Size (f^2)

Table 43 shows that the moderation role of extraversion had no effect on the relationship between reliability ($f^2=0.000$), assurance ($f^2=0.004$), tangibles ($f^2 = 0.001$) and responsiveness ($f^2 = 0.000$) on behavioural purchase intention of guests. However, the moderation role of extraversion has a small effect on the relationship between empathy ($f^2 = 0.007$) and behavioural purchase intention (Kenny, 2018).

Table 43: Effect Size (f^2)

	f-square
EXT x REL -> BPI	0.000
EXT x ASS -> BPI	0.004
EXT x TAN -> BPI	0.001
EXT x EMP -> BPI	0.007
EXT x RES4 -> BPI	0.000

Source: Survey Data (2022)

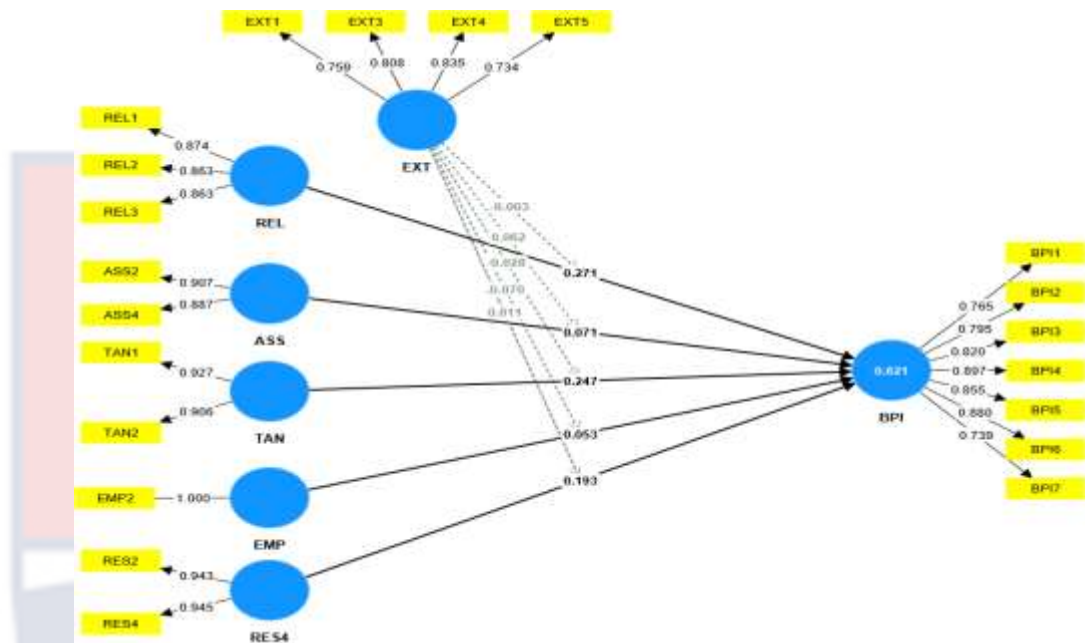**Moderating Role of Neuroticism on the Relationship Between Service Quality and Behavioural Purchase Intention**
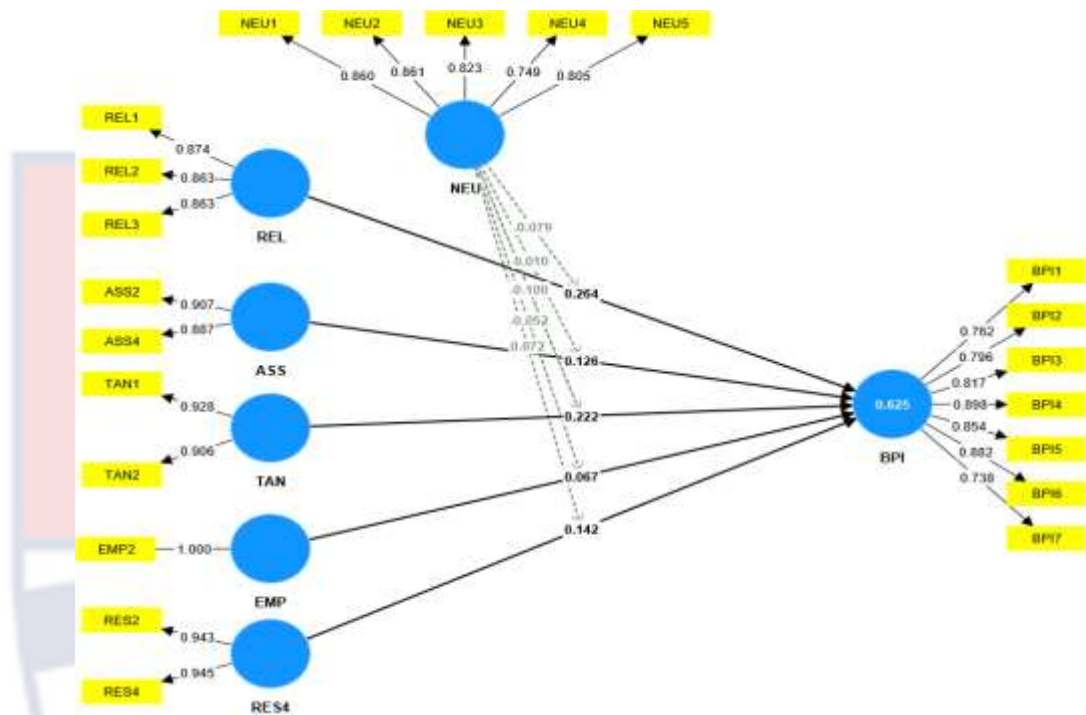
Figure 23: Moderation Role of Agreeableness
Source: Survey Data (2022)

Path Coefficient
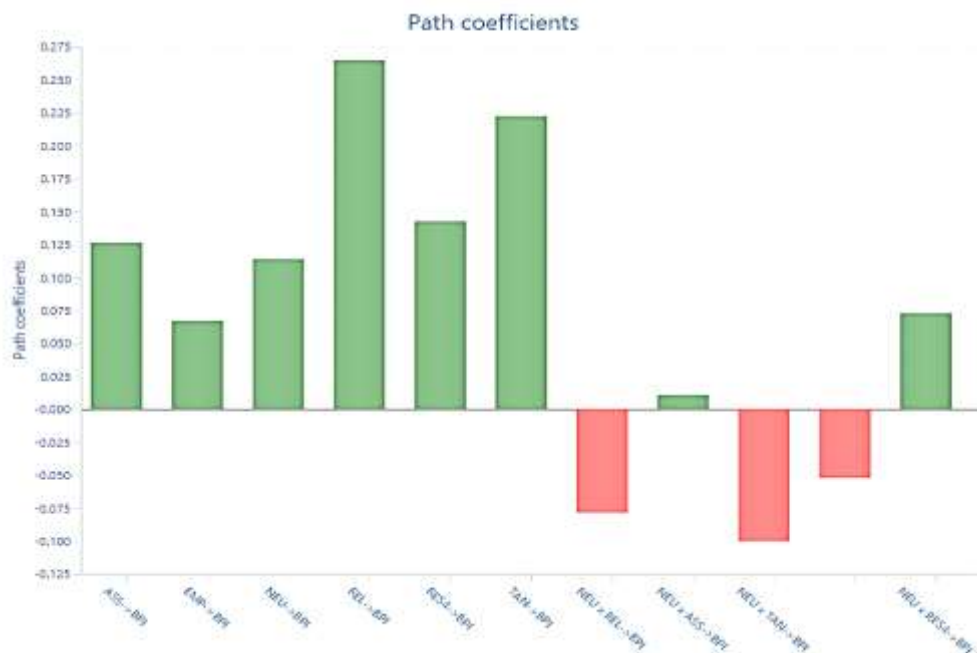
Figure 24: Moderation Effect of Neuroticism
 Source: Survey Data (2022)

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The result show that neuroticism has a negative effect (NEU x REL -> BPI = - 0.079) on the relationship between reliability and behavioural purchase intention of guests in hotels. Moreover, neuroticism has a positive moderating effect (NEU x ASS -> BPI = 0.010) on the relationship between assurance and behavioural purchase intention of hotel guests. Furthermore, neuroticism has a negative moderating effect (NEU x TAN -> BPI = - 0.0100) on the relationship amid tangibles as well as the behavioural purchase intention of guests in hotels. Also, neuroticism had a negative effect (NEU x EMP -> BPI = -0.052) on the relationship between empathy and behavioural purchase intention of guests in hotels. In addition, neuroticism has a positive effect (NEU x RES -> BPI = 0.072) on the relationship between responsiveness and behavioural purchase intention of guests in hotels.

Table 44: Path Coefficient

	Path coefficients
NEU x REL -> BPI	-0.079
NEU x ASS -> BPI	0.010
NEU x TAN -> BPI	-0.100
NEU x EMP -> BPI	-0.052
NEU x RES -> BPI	0.072

Source: Survey Data (2022)

Significance of the Moderation Effect

Moderation enquiry was executed to assess the moderation role of neuroticism on the relationship among service quality as well as behavioural purchase intention. The results revealed that neuroticism has an insignificant moderation role on the relationship between assurance and behavioural purchase intention ($\beta = 0.010$, $t = 1.235$, $p = 0.814$), tangibles and behavioural purchase intention ($\beta = - 0.100$, $t = 1.876$, $p = 0.061$), empathy and

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behavioural purchase intention (β = - 0.052, t = 1.227, p = 0.220), responsiveness and behavioural purchase intention (β = 0.072, t = 1.845, p = 0.065).   However, neuroticism has a significant moderating role on the relationship amid reliability as well as behavioural purchase intention (β = - 0.079, t = 2.121, p = 0.034)

Table 45: Significance of Moderation

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
NEU x REL -> BPI	-0.079	0.037	2.121	0.034
NEU x ASS -> BPI	0.010	0.044	0.235	0.814
NEU x TAN -> BPI	-0.100	0.053	1.876	0.061
NEU x EMP -> BPI	-0.052	0.043	1.227	0.220
NEU x RES4 -> BPI	0.072	0.039	1.845	0.065

Source: Survey Data (2022)

Effect Size (f^2)

Table 46 shows that the moderation role of neuroticism has a no effect on the relationship between assurance (f^2 = 0.000) and behavioural purchase intention, as well as empathy (f^2 = 0.002), and behavioural purchase intention of guests. However, the moderation role of neuroticism has a small effect on the relationship between reliability (f^2 = 0.006) and behavioural purchase intention, tangibles (f^2 = 0.008), and behavioural purchase intention as well as responsiveness (f^2 = 0.005) and behavioural purchase intention (Kenny, 2018).

Table 46: Effect Size (f^2)

	f-square
NEU x REL -> BPI	0.006
NEU x ASS -> BPI	0.000
NEU x TAN -> BPI	0.008
NEU x EMP -> BPI	0.003
NEU x RES4 -> BPI	0.005

Source: Survey Data (2022)

Simple slope analysis of the moderation effect

Neuroticism negatively moderates the relationship between reliability and behavioural purchase intention such that a lower level of neuroticism will strengthen the positive relationship between reliability and behavioural purchase intention. However, higher level of neuroticism will weaken the positive relationship between reliability and behavioural purchase intention.

Figure 25: Moderation Effect

Source: Survey Data (2022)

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Moderating Role of Openness on the Relationship Between Service

Quality and Behavioural Purchase Intention
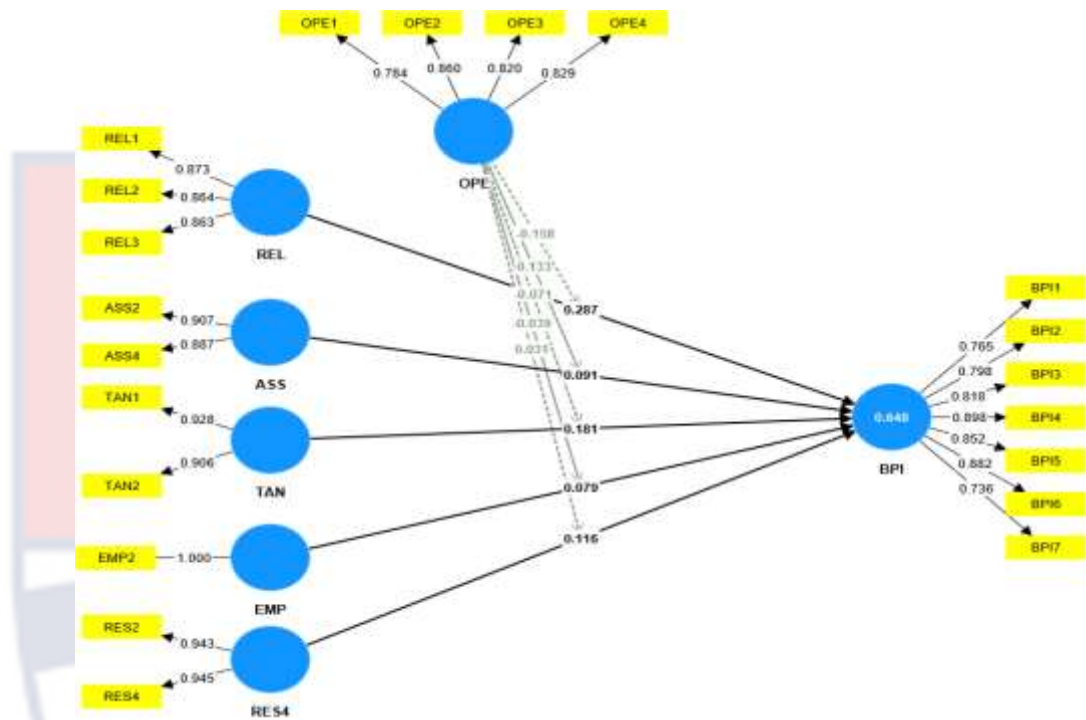
Figure 26: Moderation Role of Openness
Source: Survey Data (2022)

Path Coefficient

Figure 27: Moderation Effect of Openness
 Source: Survey Data (2022)

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The result show that openness has a negative effect (OPE x REL -> BPI = - 0.158) on the relationship between reliability and behavioural purchase intention of guests in hotels. Moreover, openness has a positive moderating effect (OPE x ASS -> BPI = 0.133) on the relationship between assurance and behavioural purchase intention of hotel guests. Furthermore, openness has a negative moderation effect (OPE x TAN -> BPI = - 0.071) on the relationship amid tangibles as well as the behavioural purchase intention of guests in hotels. Additionally, openness had a negative effect (OPE x EMP -> BPI = -0.039) on the relationship between empathy and behavioural purchase intention of guests in hotels. However, openness had a positive effect (OPE x RES -> BPI = 0.031) on the relationship between responsiveness and behavioural purchase intention of guests in hotels.

Table 47: Path Coefficient

	Path coefficients
OPE x REL -> BPI	-0.158
OPE x ASS -> BPI	0.133
OPE x TAN -> BPI	-0.071
OPE x EMP -> BPI	-0.039
OPE x RES -> BPI	0.031

Source: Survey Data (2022)

Significance of the Moderation Effect

The moderation effect of openness (β = - 0.158, t = 4.212, p = 0.000) on the relationship between reliability and behavioural purchase intention is significant. Moreover, the moderation effect of openness (β = 0.133, t = 2.691, p = 0.007) on the relationship between assurance and behavioural purchase intention is significant.

However, the moderation effect of openness (β = - 0.084, t = 1.333, p = 0.183) on the relationship between tangible and behavioural purchase intention is not significant. Also, the moderation effect of openness (β = - 0.029, t = 0.789, p = 0.430) on the relationship between empathy and behavioural purchase intention is not significant. Furthermore, the moderation effect of openness (β = 0.042, t = 1.016, p = 0.310) on the relationship between responsiveness and behavioural purchase intention is not significant.

Table 48: Significance of Moderation

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
OPE x REL -> BPI	-0.158	0.038	4.212	0.000
OPE x ASS -> BPI	0.133	0.049	2.691	0.007
OPE x TAN -> BPI	-0.071	0.055	1.292	0.197
OPE x EMP -> BPI	-0.039	0.038	1.032	0.302
OPE x RES4 -> BPI	0.031	0.041	0.761	0.447

Source: Survey Data (2022)

Simple Slope of the Moderation Effect

Openness moderates the relationship between assurance and behavioural purchase intention such that a lower level of openness will strengthen the negative relationship between assurance and behavioural purchase intention. However, higher level of openness will weaken the relationship between assurance and behavioural purchase intention.
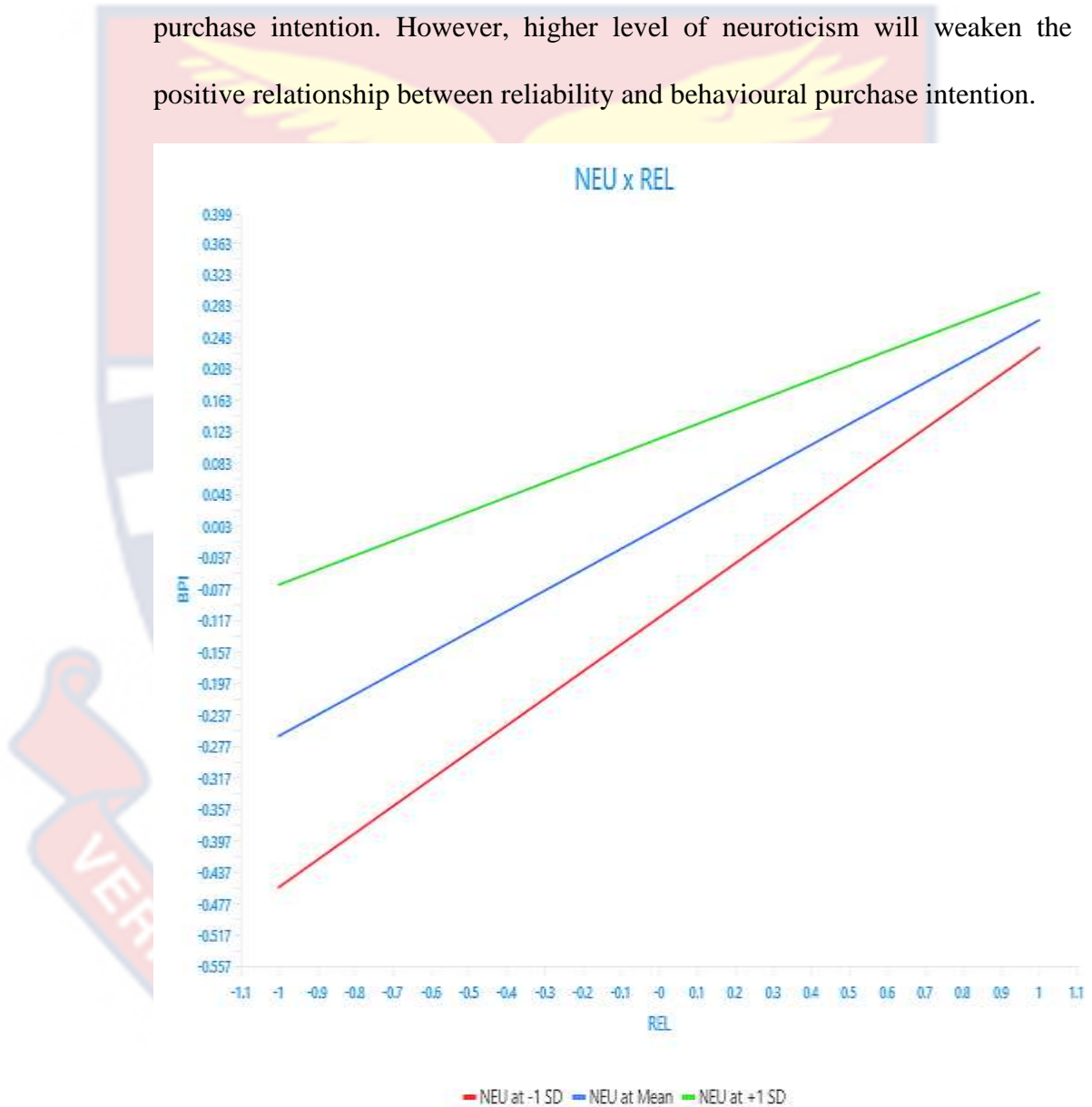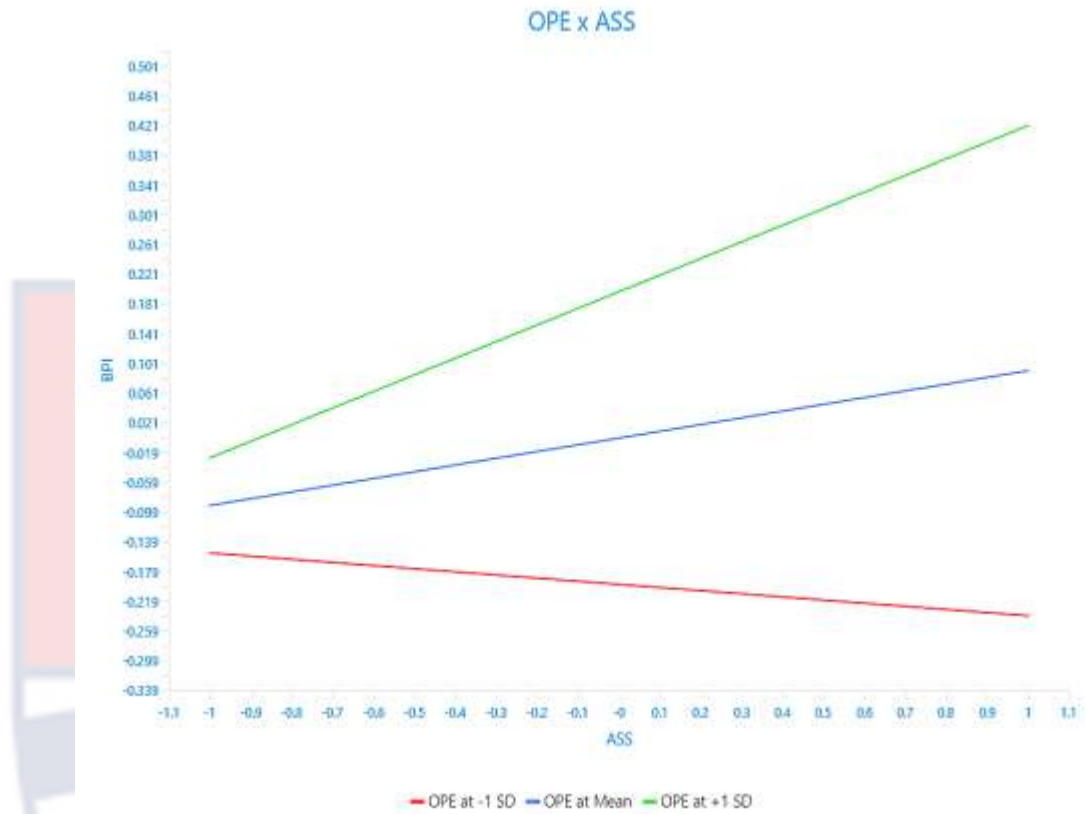
Figure 28: Moderation Effect
Source: Survey Data (2022)

Openness negatively moderates the positive relationship between reliability and behavioural purchase intention such that a lower level of openness will strengthen the positive relationship between reliability as well as behavioural purchase intention. However, higher level of openness will weaken the relationship between reliability and behavioural purchase intention.

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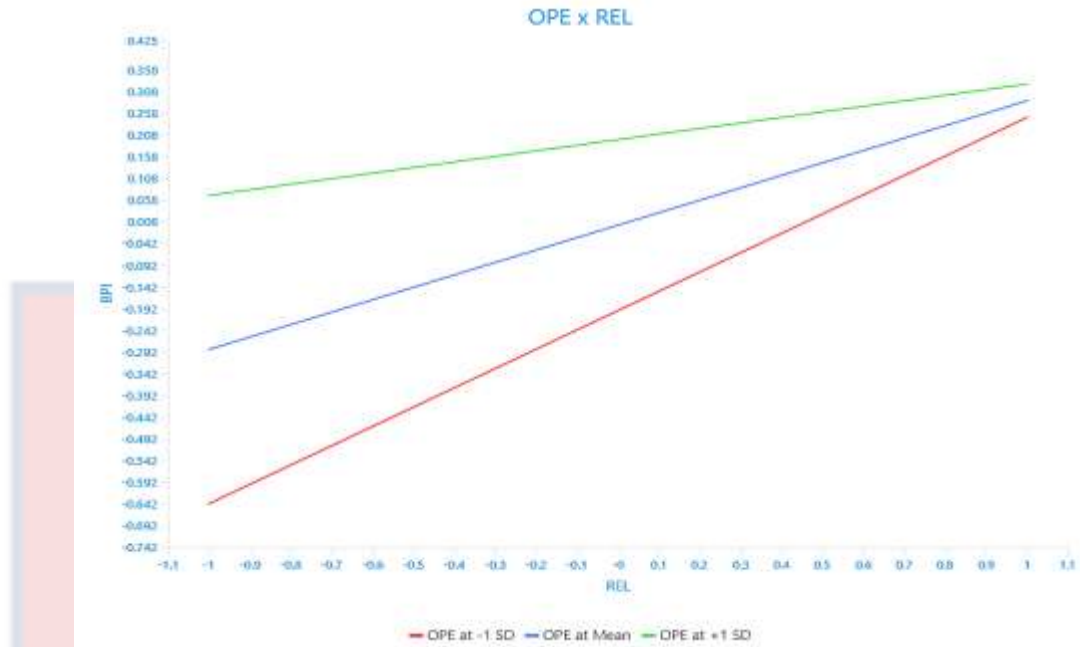
Figure 29: Moderation Effect
Source: Survey Data, 2022

Effect Size (f^2)

Table 50 shows that the moderation role of openness has a medium effect on the relationship between assurance ($f^2 = 0.016$). Moreover, the moderation role of openness has a medium effect on the relationship between reliability ($f^2 = 0.023$) and the behavioural purchase intention of guests. However, the moderation role of openness has no effect on tangibles ($f^2 = 0.004$), empathy ($f^2 = 0.002$) and responsiveness ($f^2 = 0.001$) on behavioural purchase intention of guests (Kenny, 2018).

Table 49: Effect Size (f^2)

	f-square
OPE x REL -> BPI	0.023
OPE x ASS -> BPI	0.016
OPE x TAN -> BPI	0.004
OPE x EMP -> BPI	0.002
OPE x RES -> BPI	0.001

Source: Survey Data (2022)

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Multi Group Analysis (MGA)

Hair et al. (2014) as well as Henseler et al. (2016a) argued for utilizing the proceedure of measurement invariance before executing MGA between two or more groups when using Structural Equation Modelling. Nonetheless, most methods of evaluating measurement invariance undertake common factor models. PLS-SEM is a composite model with latent variable (LV) scores calculated according to composite model algorithm (Henseler et al., 2016a). Henseler et al. (2016a) suggested an alternate technique known as Measurement Invariance of Composites (MICOM), a composite-based analysis method that is better suited for PLS-SEM. MICOM has been used since the current study's goal is to compare a model across two groups using PLS-SEM. Configurable assessment, the construction of compositional invariance assessment, and an evaluation of equal means and variances are the three steps of the MICOM process.

To assess the configural invariance, this study confirmed that the associated indicators for each construct are identical across both models; the methods of treating data across both models are also identical and the algorithms applied to the inner models were identical (Henseler et al., 2016a).

Table 50: Configural Invariance

Constructs	Configural Invariance for both Groups
ASS	Yes
BPI	Yes
EMP	Yes
REL	Yes
RES	Yes
TAN	Yes

Source: Survey Data (2022)

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In addition, to assess compositional invariance, the score of identical composites (i.e. LVs) should be identical across the two groups. Therefore, MICOM is used to estimate the correlation between identical LV scores across two models and should be similarly correlated (i.e. have a correlation of 1). A correlation value of 1 between same composites (LVs) in each model indicates compositional invariance (Henseler et al., 2016). Table 51 shows that the scores of the identical composites are identical across the two groups. Therefore, compositional invariance has been established.

Table 51: Compositional Invariance

	Original Correlation	Correlation Permutation Mean	5.0%	Permutation p-Values
ASS	1.000	1.000	0.999	0.246
BPI	1.000	1.000	1.000	0.100
EMP	1.000	1.000	1.000	0.826
REL	1.000	1.000	0.999	0.824
RES	1.000	1.000	1.000	0.370
TAN	1.000	1.000	1.000	0.894

Source: Survey Data (2022)

The third step is the equality of composite mean values and variances. While assessing a multi group analysis requires demonstrating configural as well as compositional invariance, running analyses on the pooled data necessitates establishing the equality of the composites' mean values as well as variances (Henseler et al., 2016). Table 52 revealed that the equality of means between the two models was established.

Table 52: Equality of Mean Values

	Mean - Original Difference (Female - Male)	Mean - Permutation Mean Difference (Female - Male)	2.5%	97.5%	Permutation p-Values
ASS	0.034	0.001	-0.134	0.130	0.644
BPI	0.032	0.001	-0.131	0.133	0.658
EMP	0.060	0.000	-0.129	0.142	0.418
REL	0.033	0.002	-0.131	0.132	0.658
RES	0.009	-0.002	-0.132	0.145	0.900
TAN	0.068	-0.002	-0.146	0.136	0.364

Source: Survey Data (2022)

Table 53 revealed that the study could not establish equality of variance. To contrast and analyze the MGA group-specific differences of the PLS-SEM data, this study established partial measurement invariance for both groups in accordance with the MICOM approach (Henseler et al., 2016a).

Table 53: Equality of Variance

	Variance - Original Difference (Female - Male)	Variance - Permutation Mean Difference (Female - Male)	2.5%	97.5%	Permutation p-Values
ASS	0.252	-0.003	-0.186	0.185	0.006
BPI	0.018	-0.005	-0.163	0.150	0.842
EMP	0.168	-0.001	-0.173	0.153	0.048
REL	0.108	0.001	-0.178	0.163	0.200
RES	0.199	-0.001	-0.157	0.159	0.016
TAN	0.164	-0.003	-0.159	0.151	0.038

Source: Survey Data (2022)

Table 54 shows the result of the assessment using the permutation test which is a nonparametric method. The permutation test also retains a p value; however, differences are only 5% level of significance if the p value is smaller than 0.05% (Chin & Dibbern, 2010). As evidenced from table 55, there is no statistically significant differences between male as well as female guests in their perception of service quality in hotels in Ghana.

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Table 54: Permutation Test

	Path Coefficients Original (Female)	Path Coefficients Original (Male)	Path Coefficients Original Difference (Female - Male)	Path Coefficients Permutation Mean Difference (Female - Male)	2.5%	97.5%	Permutation p-Values
ASS -> BPI	0.002	0.064	-0.062	0.004	-0.207	0.219	0.632
EMP -> BPI	0.080	0.203	-0.123	-0.001	-0.291	0.295	0.418
REL -> BPI	0.285	0.179	0.107	0.004	-0.189	0.192	0.284
RES -> BPI	0.143	0.141	0.002	0.002	-0.253	0.212	0.990
TAN -> BPI	0.384	0.238	0.146	-0.008	-0.217	0.210	0.204

Source: Survey Data (2022)

Table 55 shows results of the assessment test using Henseler's MGA which is also a nonparametric method. Henseler's MGA directly compares group-specific bootstrap estimates from each bootstrap sample. According to this method, a p - value of differences between specific path coefficients lower than 0.5% or higher than 0.95% indicates a 5% level of significant differences between specific path coefficients across two groups (Sarstedt et al., 2011).

Table 55: Henseler's MGA

	Path Coefficients-diff (Female - Male)	p-Value original 1-tailed (Female vs Male)	p-Value new (Female vs Male)
ASS -> BPI	-0.062	0.725	0.551
EMP -> BPI	-0.123	0.805	0.389
REL -> BPI	0.107	0.097	0.194
RES -> BPI	0.002	0.499	0.997
TAN -> BPI	0.146	0.106	0.213

Source: Survey Data (2022)

It is worthy of note that the two methods are by far the most conservative PLS-SEM techniques for the assessment of differences of path coefficients between groups (Sarstedt et al., 2011). Using both Henseler's MGA as well as the permutation method, the results of the MGA does not indicate a significant difference among male as well as female guests in terms of their perception of service quality on behavioural purchase intention. Therefore, the results show that hypothesis 5, cannot be supported. Both methods of MGA analysis utilized in this study confirm the non-significance of the results for differences in service quality perception on behavioural purchase intention among hotel guests in Ghana.

Summary of Hypotheses

Table 56: Significance of Path Coefficient

		P Values	Decision
H_1	REL -> BPI	0.000	Supported
	ASS -> BPI	0.271	Not supported
	TAN -> BPI	0.000	Supported
	EMP -> BPI	0.106	Not supported
	RES -> BPI	0.002	Supported
H_4	CON -> BPI	0.785	Not supported
	AGR -> BPI	0.781	Not supported
	NEU -> BPI	0.515	Not supported
	OPE -> BPI	0.000	Supported
	EXT -> BPI	0.000	Supported
H_{5a}	AGR x REL -> BPI	0.793	Not supported
	AGR x ASS -> BPI	0.358	Not Supported
	AGR x TAN -> BPI	0.230	Not supported
	AGR x EMP -> BPI	0.058	Not supported
	AGR x RES -> BPI	0.550	Not supported
H_{5b}	CON x REL -> BPI	0.283	Not supported
	CON x ASS -> BPI	0.144	Not supported
	CON x TAN -> BPI	0.822	Not supported
	CON x EMP -> BPI	0.228	Not Supported
	CON x RES -> BPI	0.235	Not supported
H_{5c}	EXT x REL -> BPI	0.993	Not supported
	EXT x ASS -> BPI	0.160	Not supported
	EXT x TAN -> BPI	0.544	Not supported
	EXT x EMP -> BPI	0.059	Not supported
	EXT x RES -> BPI	0.821	Not supported
H_{5d}	NEU x REL -> BPI	0.034	Supported
	NEU x ASS -> BPI	0.814	Not supported
	NEU x TAN -> BPI	0.061	Not supported
	NEU x EMP -> BPI	0.220	Not supported
	NEU x RES4 -> BPI	0.065	Not supported
H_{5e}	OPE x REL -> BPI	0.000	Supported
	OPE x ASS -> BPI	0.007	Supported
	OPE x TAN -> BPI	0.197	Not supported
	OPE x EMP -> BPI	0.302	Not supported
	OPE x RES4 -> BPI	0.447	Not supported

Source: Survey Data (2022)

Chapter Summary

The aim of this chapter was to present quantitative data collected via surveys and discuss them in relation to the literature and other research observations with the purpose of determining the effect of service quality, personality traits and behavioural purchase intention. The study results showed the statistical significance of the proposed relationships. The results reported on the relationship between the suggested constructs namely; service quality, personality traits and behavioural purchase intention. For objective one, the findings reveal that apart from assurance and empathy, other dimensions of service quality influence behavioural purchase intention significantly.

The study further showed that the R^2 value of 0.633 represents a substantial explanatory power of the behavioural purchase intention of guests. For objective two, the study showed that personality traits largely, influence the behavioural purchase intention of consumers. A moderating analysis was performed to achieve objective three. The study also, found that personality traits play a partial role in moderating the relationship between service quality as well as behavioural purchase intention. Although the Big Five personality traits partially moderate this relationship, service quality significantly affects behavioural purchase intention.

CHAPTER FIVE

DISCUSSION OF FINDINGS

Introduction

This chapter provides an overview of the empirical conclusions presented in the previous chapter. The chapter seeks to relate the findings to existing empirical studies. It is worthy of note that the discussions revolve around the research problem, objectives and hypotheses. Most of the conclusions corroborate existing knowledge, while other findings enhance the current knowledge. Additionally, while some of the findings are consistent with industry standards, other parts point to areas where service providers can improve.

Research Objective One

Influence of Service Quality on Behavioural Purchase Intention

The first research objective was to scrutinize the relationship amid service quality as well as behavioural purchase intention. The five dimensions of service quality were reliability, assurance, tangibles, empathy as well as responsiveness. The study showed a positive relationship between reliability, assurance, tangibles, empathy as well as responsiveness on the behavioural purchase intention of guests among star rated hotels in Ghana. Moreover, the study revealed that reliability, tangibles, and responsiveness influenced behavioural purchase intention of guests significantly.

However, assurance and empathy did not significantly influence the behavioural purchase intention of guests. Reliability had an excessive influence on behavioural purchase intention as compared to tangibles, empathy and responsiveness. Reliability was explained in table 10 to a large

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extent by the variables: hotel's aptitude to deliver the promised service, the hotel's ability to show sincere interest in addressing the concerns of guests, the hotel's ability to provide service correctly, the hotel's inclination to deliver timely service as well as the hotel's ability to maintain error-free records. This means that guests get more favourable behavioural purchase intention with a hotel whose employees are able and willing to offer consistent and accurate services.

Tangibles influenced behavioural purchase intention in hotels to a large extent as including modern equipment, facilities, visually appealing materials and the smart appearance of the hotel employees. These tangibles are also denoted to by Zeithaml et al. (2006) as the servicescape. This means that an upsurge in the worth of the servicescape would lead to a favourable behavioural purchase intention. Responsiveness was explained in table 10 to a large extent by the variables: the hotel's ability to inform clients on when the service will be performed, the staff's desire to assist guests as well as the hotel employees' ability to respond to guest request promptly.

While reliability focused on hotel employees, responsiveness shows guests exhibited favourable behavioural purchase intention in the service process delivery. Empathy was explained in table 10 to a large extent by the variables: the individual attention the hotel gives to guests, the caring nature of the employees of the hotels, the ability of the staffs to have the best interest of the guests at heart, ability of the employees to understand guest requirement and the convenient operating hours of the hotel.

Implicatively, current and prospective guests will demonstrate a favourable behavioural purchase intention towards the hotel that is able to

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provide them with compassionate and personalised service (Parasuraman et al., 1988). Consequently, the path coefficient and the bootstrap results established that generally, there exist a significant relationship between service quality as well as behavioural purchase intention. This means that better levels of service quality could result in a more favourable behavioural purchase intention in hotels in Ghana. Similar results were found by Nyagadza et al. (2022) when they suggested that overall service quality significantly influences behavioural loyalty in hotels.

The findings support the position taken by Okocha et al. (2021) in which the authors posited that service quality has a strong relationship with customer fulfilment. The outcome also demonstrated that customer fulfilment had a strong relationship with behavioural intention to recommend, revisit and give positive reviews. Moreover, Guo et al. (2022) suggested that servicescape can predict customer behavioural intentions in hotels.

Research Objective Two

Influence of Personality Traits on Behavioural Purchase Intention

The second research objective was to analyze the relationship among personality traits as well as behavioural purchase intention. Hypothesis H_2 was verified and the resultant output in Table 10 showed that personality traits has a partially significant influence over behavioural purchase intention. This means that increased effort by the hotels to provide services that are in tune with the various personality traits of hotel guests will lead to a favourable behavioural purchase intention. While the personality traits of hotel guests were ignored previously, this study result indicate that personality traits could have a noteworthy effect on the consumer's assessment of service quality.

These conclusions align with the research by Cirenzhuoga et al. (2021) in which it was suggested that personality traits influences trust in the hotel business.

There is a substantial link between agreeableness, extraversion, neuroticism as well as openness and behavioural purchase intention respectively as verified by the path coefficient. Nonetheless, the personality trait of conscientiousness has a negative relationship with behavioural purchase intention. There was an optimistic relationship between openness to experience and behavioural purchase intention. The neuroticism trait also shows an association with behavioural purchase intention. Moreover, extraversion showed a substantial link with behavioural purchase intention.

The results of the research further demonstrated that extraversion and openness were significantly linked with behavioural purchase intention. Similar finding by Itani et al. (2020) demonstrated that consumers who are extroverted are more inclined to interact with service businesses. Furthermore, the authors posited that extraversion is substantially linked to customer employee communication which in turn leads to hedonic and utilitarian values perceived by customers. In the same manner conscientiousness, agreeableness as well as neuroticism did not show any noteworthy link with behavioural purchase intention of hotel guests as shown by the T-statistics and p values in table 10.

The findings, revealed that people who exhibit significant features of openness to experience had the most considerable relationship with behavioural purchase intention in contrast to other personality qualities. Consumers who exhibit healthy openness to experience traits are always

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fascinated about new concepts, socially outgoing and unafraid of novel situations (Esmaeelinezhad & Afrazeh, 2018). Conscientious consumers are critical thinkers with a strong awareness of moral obligation and a propensity to hold strong beliefs (Soto, 2018). Consumers who exhibit a great deal of neuroticism may adopt information engagement, but tend to avoid tendencies that are activity based (Correa et al., 2013).

Research Objective Three

Moderating Role of Personality Traits on the Relationship Between Service Quality and Behavioural Purchase Intention

The third objective was to evaluate the degree to which personality traits moderate the relationship among service quality as well as behavioural purchase intention. Consequently, the hypothesis sought to establish the significance of the moderating role of personality traits on the link among service quality as well as behavioural purchase intention.

The results in table 35 revealed that agreeableness has a positive effect on the relationship among reliability as well as behavioural purchase intention of guests in hotels. Moreover, agreeableness has a positive moderating effect on the link among assurance as well as the behavioural purchase intent of hotel guests. Furthermore, agreeableness has a positive moderation effect on the link among tangibles as well as the behavioural purchase intention of guests in hotels.

However, agreeableness had a negative effect on the link among empathy as well as behavioural purchase intention of guests in hotels. In addition, agreeableness had a negative effect on the link among responsiveness as well as the behavioural purchase intent of guests in hotels. It

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is worthy of note that agreeableness does not have a substantial effect on the link among service quality as well as behavioural purchase intent.

Table 37 shows that the moderation role of agreeableness has no effect on the relationship between reliability, assurance, tangibles and responsiveness, on the behavioural purchase intention of guests. However, the moderation role of agreeableness has a small effect on the relationship between empathy as well as behavioural purchase intent.

The result in table 38 show that conscientiousness had a negative effect on the link among reliability as well as the behavioural purchase intent of guests in hotels. Moreover, conscientiousness had a positive moderating effect on the link among assurance as well as the behavioural purchase intent of hotel guests. Furthermore, conscientiousness had a negative moderation effect on the link among tangibles and the behavioural purchase intention of guests in hotels. However, conscientiousness has a negative effect on the link maong empathy as well as behavioural purchase intention of guests in hotels. However, conscientiousness has a positive effect on the relationship between responsiveness and behavioural purchase intention of guests in hotels. It is worthwhile stressing that conscientiousness does not significantly moderate the relationship between service quality as well as behavioural purchase intention.

Table 40 shows that the moderation role of conscientiousness had a no effect on the link among reliability, tangibles, empathy, responsiveness as well as behavioural purchase intention of guests respectively. However, the moderation role of conscientiousness on the link among assurance as well as behavioural purchase intention has a small effect size.

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The result in table 41 show that extraversion had a negative effect on the link among reliability as well as the behavioural purchase intent of guests in hotels. In addition, extraversion has a positive moderating effect on the link among assurance as well as the behavioural purchase intent of hotel guests. Furthermore, extraversion had a negative moderation effect on the link among tangibles and the behavioural purchase intention of guests in hotels.

However, extraversion had a negative effect on the link among empathy as well as the behavioural purchase intent of guests in hotels. Moreover, Also, extraversion has a positive effect on the relationship between responsiveness and behavioural purchase intention of guests in hotels. It is important to note that extraversion does not significantly moderate the relationship between service quality as well as behavioural purchase intent.

Table 43 shows that the moderation role of extraversion had no effect on the relationship between reliability, assurance, tangibles, responsiveness and behavioural purchase intention of guests respectively. However, the moderation role of extraversion had a small effect on the link among empathy as well as behavioural purchase intention.

The result table 44 show that neuroticism had a negative effect on the link among reliability as well as behavioural purchase intention of guests in hotels. The results in table 45 demonstrate that neuroticism significantly moderates the link between reliability as well as behavioural purchase intent. Consequently, the link among reliability as well as behavioural purchase intention become stronger with lower levels of neuroticism. With higher levels of neuroticism, the relationship between reliability and behavioural purchase intention becomes weak.

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Moreover, neuroticism has a positive moderating effect on the link among assurance as well as the behavioural purchase intent of hotel guests. Furthermore, neuroticism had a negative moderating effect on the link among tangibles as well as the behavioural purchase intent of guests in hotels. Also, neuroticism has a negative effect on the link among empathy as well as behavioural purchase intention of guests in hotels. In addition, neuroticism has a positive effect on the link among responsiveness as well as the behavioural purchase intent of guests in hotels.

Table 46 shows that the moderation role of neuroticism had a no effect on the link among assurance and behavioural purchase intent, as well as empathy, as well as behavioural purchase intention of guests. However, the moderation role of neuroticism had a small effect on the link among reliability and behavioural purchase intent, tangibles, as well as behavioural purchase intention as well as responsiveness and behavioural purchase intention.

The result in table 47 show that openness has a negative moderating effect on the link among reliability as well as the behavioural purchase intent of guests in hotels. The moderating effect of openness on the relationship between reliability as well as behavioural purchase intention is significant. Implicatively, openness negatively moderates the link among reliability as well as behavioural purchase intention such that a lower level of openness will strengthen the positive relationship between reliability as well as behavioural purchase intention of the hotel guests.

Moreover, openness has a positive moderating effect on the relationship among assurance as well as behavioural purchase intention of hotel guests. Consequently, the effect of openness on the link among

assurance as well as behavioural purchase intent is significant. Implicatively, openness positively moderates the link among assurance as well as behavioural purchase intention such that a higher level of openness will strengthen the positive link among assurance and behavioural purchase intention. A lower level of openness will weaken the positive link among assurance as well as behavioural purchase intention. Therefore, service dimensions of assurance and reliability that are tailored according to the personality traits of openness can lead to a favourable behavioural purchase intention of guests in hotels.

Furthermore, openness had a negative moderation effect on the link among tangibles as well as the behavioural purchase intention of guests in hotels. Additionally, openness has a negative effect on the link among empathy as well as behavioural purchase intention of guests in hotels. However, openness has a positive effect on the link among responsiveness as well as the behavioural purchase intent of guests in hotels.

Table 50 demonstrates that the moderation role of openness has a medium effect on the relationship between assurance. Moreover, the moderation role of openness has a medium effect on the link among reliability as well as the behavioural purchase intent of guests. However, the moderation role of openness has no effect on tangibles, empathy, responsiveness and behavioural purchase intention of guests respectively.

These findings lay credence to the study by Shuzhen Liu et al. (2022) in which the authors indicated that the personality traits of openness, and agreeableness play a moderating role in the impact of residential space environment on emotional experience.

Research Objective Four

Multi Group Analysis of Service Quality Perception Among Male and

Female Guests in Hotels

The fourth research objective aimed to analyze whether there exist significant variances in the service quality perception among male and female hotel guests. The multi group analysis outcomes established that there are indeed variances in the perception of service quality among male as well as female guests in hotels. It is worthwhile noting that gender plays a substantial role on the relationship among service quality as well as consumer satisfaction (Omar et al., 2016). The outcomes of the permutation assessment in table 55 gives a summary showing the path coefficient of male and female guests.

The most consistent service quality measurement in elucidating the variation in perception is tangibles, followed by reliability, responsiveness, assurance as well as empathy. Implicatively, hotel service providers can allocate their resources to raise the level of tangibles, reliability and responsiveness in an attempt to delight both male and female guests (Nambiar, 2018). However, the study revealed that there are no statistically significant variances among male as well as female guests on their perception of service quality among hotels in Ghana. Limited literature exists with regard to multi group analysis of gender in terms of service quality perception among hotels.

Therefore, the conclusions of this study are inconsistent in relation to past studies that found significant differences between male and female guests in their perception of service quality in health and fitness clubs (Olya et al., 2021; Rumi et al., 2021). It could be that previous studies did not use the more robust and conservative multi group analysis in their study. Even if they did,

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the sample and hotel service characteristics may be different. A high service quality perception gives credibility to the staffs, encourages word of mouth communications and enhances a favourable behavioural purchase intention (Nambiar, 2018).

Chapter Summary

The purpose of this chapter was to discuss the findings of the research in relation to existing literature. It was established that there are no significant variances in the service quality perception between males as well as female guests of hotels in Ghana. The study also established that the service quality dimensions have a link with behavioural purchase intention. Moreover, personality traits have a partial link with behavioural purchase intent. The introduction of the Big Five personality traits partially strengthened the relationship between service quality as well as behavioural purchase intention. The service quality dimensions with the utmost effect on behavioural purchase intention were reliability, tangibles, and responsiveness.

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CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATION

Introduction

The research outcomes as outlined in the objectives and hypotheses of the study are summarized, concluded, and recommended in this chapter. Furthermore, the chapter presents the importance of the study to theory, managerial implications, identified policy suggestions founded on the study findings, research limitations and directions for further research by proposing notable research areas.

Summary

The current study reviewed extant literature on service quality, personality traits and behavioural purchase intention. This was followed by an empirical study using survey forms from guests of star rated hotels in Ghana. The scrutiny of the data provided intriguing outcomes. Consequently, the results were discussed in line with extant literature.

The purpose of this study was to examine the relations among service quality, personality traits as well as behavioural purchase intention amongst hotels in Ghana. The study revealed that there exists a relationship between service quality as well as behavioural purchase intention moderated by personality traits. The first objective of the study was to scrutinize the relationship between service quality as well as behavioural purchase intention. The study established the presence of a significant relationship amid reliability, responsiveness as well as tangibles and behavioral purchase intention respectively.

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The second objective sought to analyse the relationship amid personality traits as well as behavioural purchase intention. It was observed that extraversion and openness to experience significantly influenced behavioural purchase intention.

The third objective was to evaluate the degree to which personality traits moderates the relations among service quality as well as behavioural purchase intention. It was revealed that neuroticism, significantly moderates the relationship amid reliability as well as behavioural purchase intent of guests residing within star rated hotels in Ghana. Furthermore, it was revealed that openness significantly moderates the relationship amid assurance as well as behavioural purchase intent. Additionally, openness significantly moderates the relationship amid reliability as well as behavioural purchase intention.

The fourth objective was to analyze the alterations in service quality perception among male and female guests within star rated hotels in Ghana. While there remain differences in the perception of service quality in terms of gender, the study revealed that the perception of service quality does not differ significantly between male as well as female guests within the star rated hotels in Ghana.

Implication of the Research to Theory

Although service quality has been the subject of ongoing literary debate, its operational definition and structure are not generally accepted (Sureshchander et al., 2002; Navarro et al., 2005). Numerous academics have concentrated on and concurred with the multidimensional conceptualization of service quality (Giritlioglu et al., 2014; Dedeoglu & Demir, 2015). Nevertheless, majority of these studies ignored the performance only

paradigm, a position supported by Cronin and Taylor (1992). In this context the current study suggests the performance only paradigm which conceptualizes service quality based on the attitude of the consumer. The conclusions of this study make addition to the hotel management and marketing prose in various imperative ways;

By merging service quality, personality characteristics, and behavioural purchase intent, this study suggests an innovative structure. This method offers an improved logically sound way to evaluate service quality in the hotel industry by addressing some of the shortcomings of previous measuring techniques. By making consumers happy in order to guarantee that consumers will have a favorable behavioural buy intention, the model established in this study can offer marketers and researchers with a diagnostic tool to analyze service quality based on the viewpoint of consumers.

Additionally, this study proposed that, in the setting of hotels in Ghana, there may be a significant relationship between service quality and behavioral purchase intention, which is moderated by the Big Five personality traits. The findings support the existence of a partially significant relationship between the aforementioned factors. By revealing the moderating role of the Big Five personality traits on the link between service quality and behavioural purchase intention among hotel visitors, the study contributes to the body of existing prose. The conclusions show a significant and positive relationship among service quality as well as behavioural purchase intention, while this relationship might be partially controlled by customer personality factors. The ground for a meaningful connection between the three disparate notions stated

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earlier is provided by these findings, which add to the corpus of general knowledge on service quality.

Moreover, this study adds to the body of knowledge by individually testing as well as explaining the direct relationship amid service quality, personality traits as well as behavioural purchase intention in line with the conclusions from the literature review. It was revealed that there is a positive relationship between service quality as well as behavioural purchase intention. It is worthy of note that service quality dimensions taken as precusors of behavioural purchase intention differ across diverse studies. However, the current study incorporates service quality dimensions appropriate to the hotel business of Ghana. Correspondingly, the influence of service quality, personality traits and behavioural purchase intention was also supported. Additionally, openness and extraversion relate positively to behavioural purchase intention.

Because the results indicate that when designing an instrument for measuring behavioral purchase intention, the item composition may vary depending on the service context, the study suggests adapting a universal service quality instrument for comparable or related services and using contingent instruments in unrelated or heterogeneous service sectors. This also implies that a tool that performs admirably in a hotel setting might not be a perfect fit for a setting including transportation services and may need to be modified. As a result, using industry-based models like the balanced score card, TQM, process re-engineering, and HERSev to the hotel sector may be pointless and unreliable. This position was supported by Magutu et al. (2010).

The SERVQUAL scale's completeness is questioned in this study using empirical data in light of ideological challenges, process alignment, dimensions, as well as item configuration. A position reinforced by Sultan and Wang (2010). The results demonstrate that, instead of using the convoluted disconfirmation process, a performance-only paradigm may yield meaningful outcomes as well as serve as a frugal instrument for detecting behavioral purchase intention. This study integrates the service quality, personality traits and behavioural purchase intention in a model. No definitive research has been done in this area, leaving open the question of whether personality traits can be merged. This established the necessity of carrying out an extensive study that examined the influence of the aforementioned variables.

This work provides a significant contribution by demonstrating that identical constructs also apply to the context of poor countries, even though similar findings are frequently reported in studies involving the setting of developed countries.

Implication of the Research to Practice/Managerial Implication

The investigation demonstrated a strong positive relationship amid service quality as well as behavioural purchase intention. To management of hotels, the complete service quality of a hotel is a strong precursor to behavioural purchase intention of consumers. Hotels observed by consumers as delevering superior services incline to entice more guests in terms of their intention to either visit or revisit (Soleimani & Eionolazadeh, 2018; Kleisari & Markaki, 2020; Singh et al., 2021; Alshiha, 2022). Implicatively, delighted consumers communicate optimistic word of mouth references in relation to the service quality of these hotels.

Other studies have additionally examined why guests might want to tell others about the high level of service they received at a hotel (Ali & Omar, 2014). Hotels should consider their clientele as part of their customer service experience. The results of this investigation can be applied by the hotel executives who want to pursue favorable behavioral purchase intention as a successful approach in a field that is becoming more and more competitive. The study advises managers to provide exceptional customer service to maintain a sustained behavioral purchasing intention.

Managers should recognize the service design of hotels as an important determinant of behavioural purchase intention. Service design is more favourable to consumers if it is simple and easy to appreciate. Making clients informed of the accommodations treatments, making sure customers are mindful of the hotel's rules and regulations, making sure customers can easily understand the payment procedure, and making sure the method of payment is simple for the hotel guest are just a few of the critical service design issues that managers in a hotel context should focus on.

Implicatively, managers of hotels should make sure that guests have more opportunities to receive contactless service. As a result, all of the hotel's service touchpoints must make the switch from personalized to contactless service interactions, including those at check-in and payment, contactless room key access, room purifiers, automated room cleaners, as well as the introduction of other artificial intelligence-based technologies.

The study's findings also offer evidence for the need for decision-makers to consider the service environment. Hotel managers must strongly emphasize on the physical ambience of the hotel. The physical elements likely

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to influence the behavioural purchase intention of consumers to a very large extent include; having attractive and conducive hotel facility, use of modern equipment and the smartly dressed employees of the hotel. This means that hotel management must use technology rather than take a traditional approach. It is obvious that producing beautiful and high-quality tangible elements is an important part of improving the consumer experience (Nagele et al., 2020). Additionally, hotels must make sure that they deliver on their promises in order to give visitors a positive experience and a favorable behavioural purchase intention. Additionally, this includes assurance that the room's equipment is in good working order.

According to the study's findings, a hotel can become more competitive if its management adopts a method of evaluating a favourable behavioural purchasing intention that takes into account the personality attributes of the customer. Hotel managers need to be aware that guests are anticipated to observe and respond to service offers based on their personality traits, which are very important in determining their behavioural purchasing intention. Consumers' positive behavioural purchasing intent is influenced by their beliefs, mental perceptions, sentiments, and attitudes toward the hotel. Strong brand equity is communicated through positive behavioural buy intent, which also makes potential customers more responsive to advertising.

This study recommends that managers focus on personality characteristic methods since they have a negative correlation with behavioral purchasing intention and hotel performance. The current study also demonstrates that factors outside the hotel manager's control can affect how guests perceive the quality of the service they receive and their propensity to

make purchases. This is why hotel managers should evaluate the personality characteristics of guests (del Bosque & san Martini, 2008), when they appraise the accomplishment of the service proposal. Although hotel managers cannot directly influence a customer's personality, they can try to please them by giving them a special gift or arranging for an unexpected experience.

The results confirm that personality traits partially moderate the relationship amid service quality as well as behavioural purchase intention. Customers might have either a favourable or unfavourable behavioural purchase intention with their service experience due to their individual personality traits. The results of this study provide empirical support for the fundamental significance of personality characteristics in comprehending consumers' behavioral purchasing intentions. The results of this study thus corroborate the individual and combined effects of personality factors on opinions of the quality of the service and impulsive spending.

Managers can acquire different market segments beyond demographic data by using personality factors as psychographic variables. As a result, the study's findings highlight the importance of using psychographic factors to segment customers in the hotel business. Consequently, the hotel will be able to allocate its scarce marketing funds more strategically. For instance, the hotel can concentrate on customers who are agreeable and open to new experiences because people with these personality traits are more likely to behave favourably while making purchases. Attitudinal scales in customer surveys can properly be used to capture these features (John & Srivastava, 1999).

Due to the fact that personality attributes are incorporated into the purchasing process, the company should tailor its product around client personality (Mowen, 2000), from the moment of contemplation to the moment of purchase and the actions that follow. Other guests are also, ranked high as an important factor of favourable behavioural purchase intention and misbehaving guests might lead to unfavourable behavioural purchase intention (Wu & Ko, 2013). To promote excellent customer to customer interactions, hotel management should place a strong emphasis on knowing the various personality types of its guests and grouping them with others who share those features (Ali & Omar, 2014).

Reliability and responsiveness are two crucial aspects of service quality that the study revealed. The consistency of the hotel staff affects visitors' behavioural buying intentions. Inferentially, hotel managers should hire workers based on their capacity to exhibit competence in providing service excellence in order to inspire customers' confidence. The hotel management should inform the staff about the service culture that emphasizes dependability and effectiveness. If the hotel staff provides services as promised, does so consistently, accurately, and responds to guests on schedule, then that personnel is considered reliable. It will be wise for the hotel workers to receive training on service quality and orientation on a supportive service culture.

Additionally, hotel managers need to understand the importance of their staff members in providing services to visitors. Selection, promotion, inspiration, training, empowerment, and retention are essential factors in better service delivery, and management needs to recognize this. Managers might

prioritize hiring communicators when hiring new employees. The personality qualities of customers may be influenced through better service quality and human-to-human interactions. Therefore, by offering frequent training and motivations, hotel managers should concentrate on improving the expertise, abilities, and dedication of their staff.

Hotel managers must prioritize training front desk staff in the following areas of responsiveness: being quick to respond to customer inquiries, effectively communicating with customers about any developments that may affect them, being polite, being prepared to assist hotel guests, providing service correctly the first time, and maintaining guest records. Moreover, hotel managers should come up with plans and work on honing their people skills so they can win over clients with different personality types and deal with clients that are challenging to please with the existing level of service. In fact, hotel managers should constantly be prepared to assist patrons with varying expectations for the level of customer service and personality types.

Hotel managers must implement a regular staff evaluation program with the goal of determining a favourable behavioral buy intention index in order to maintain favourable behavioral purchase intention among their workforce. This implies that hotel managers should stop depending on models of industry excellence and use the Appendix B instrument as a standard tool for the assessment of favourable behavioral purchasing intention. An unfavourable behavioural purchase intention index would alert the hotel manager to a service failure and the requirement for quick service rehabilitation in order to maintain competitiveness.

Managers must identify the highly connected personality qualities and behavioral purchasing intentions and utilize this information to create the marketing mix tools. Depending on the personality features of the consumer, communication and advertising are some of the tools that need to be adjusted. For instance, extroverted consumers should receive new services first because they are more likely to form a buy intention and as a result, the marketing mix should be adjusted and targeted toward them. On the other side, a hotel should provide very well-known services to the introverted customer. Consumers that are outgoing prefer to be drawn to marketing materials that are representative of them.

Waiting time, or the length of time clients must wait before receiving service, is an important aspect of service quality at a hotel. Customers' positive behavioral buy intentions are influenced by a specific amount of expectation they have for an acceptable waiting period. Therefore, managers should prioritize reducing waiting times.

Implication of the Study to Policy

Even though, efforts are being made by the government of Ghana to regulate the hotel industry, it falls short of expectation in terms of international standards (MOTAC, 2018). As a result, extra work is required. Other hotels function with little regard for service quality, while some hotels uphold service quality and provide guests with value for their money. Hotels that fall short of the minimal policy standards for service quality should be urgently shut down by the Ghanaian government.

Based on the study results, the multi group analysis in PLS-SEM has established that female guests have a different service quality perception than

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male guests. Consequently, female guests exhibit much more favourable behavioural purchase intention than their male counterparts. The regulatory authority (GTA) must strive towards the standardization of the hotel industry to assure all guests of value for money. Implicatively, the GTA should have a standard policy guideline and enforce the operationalization of the policy. The standardized policy should set out minimum qualification requirement for prospective staff who can work in these hotels.

Ghanaian hotels compete with one another for travelers. An instrument that measures service quality, personality factors, and behavioural purchase intention has been modified for this study. The instrument has undergone testing, validation, and time-testing and been shown to be reliable. To improve the visitor experience and a favourable behavioural purchase intention, policymakers might integrate the Appendix B instruments into their internal quality assurance system. As the industry regulator, GTA can create a regulatory framework that will permit the use of the instrument in Appendix B as a benchmark index for assessing visitors' purchasing intent in Ghanaian hotels.

The growing global competitiveness and the use of technology to gain competitive advantage, calls for the need by GTA to promote the use of modern technologies in enhancing the service experience of hotel guests. Moreover, it should be part of GTA's policy for hotel staffs to be given refresher courses with the use of modern technology and other critical aspects of service delivery to enhance the provision of service quality.

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Conclusions of the Study

The findings of this study contribute to the understanding of the relationship between service quality, personality traits and behavioural purchase intention of guests among hotels in Ghana. This current study achieved the research objectives and supported the idea that service quality is crucial in creating competitive advantage within the service industry especially in the hotel industry of Ghana.

According to the study's conclusions, both male as well as female hotel customers in Ghana have very positive perceptions of the industry. The survey did find that there are no noticeable variations in how male and female hotel clients view the quality of their service.

Supported by theory, service quality is an important determinant of behavioural purchase intention. This study established that service quality largely has a significant relationship with behavioural purchase intention. The ability of hotels to promote enhanced service quality can be achieved through positive attitude towards the hotel guests. Apart from assurance, the other dimensions of service quality namely: reliability, empathy, responsiveness as well as tangibles have significant relationship with behavioural purchase intention respectively. A significant conclusion from this study is that hotels can be aggressively marketed to prospective guests by putting in place mechanisms that promote a favourable behavioural purchase intention. The ability to ensure a favourable behavioural purchase intention by hotels is an effective way to attract new guests by promising superior value and retain current guests by constantly delivering satisfaction.

Furthermore, the present study concludes that service quality has a partially noteworthy relationship with personality traits of guests residing in hotels in Ghana. Assurance, responsiveness and tangibles influence personality traits significantly. The theoretical perspective that personality traits are enduring and does not change is an integral part of this study.

The study also, concluded that the relationship amid personality traits and behavioural purchase intention is partially significant. There is a significant relationship between openness to experience and behavioural purchase intention as well as extraversion and behavioural purchase intention.

The current study concluded that there is a moderating role of agreeableness on the relationship between empathy and behavioural purchase intention. Moreover, there is a moderating role of openness on the relationship amid assurance and behavioural purchase intention as well as reliability and behavioural purchase intention. It is therefore concluded that guests with the personality traits of agreeableness as well as openness to experience should be given more attention within the hotel sector.

Limitations of the Research

Although, the results of the current study shed light on several important issues such as the notable addition to literature, theory and practice; some limitations need to be considered.

The study's findings appear to demonstrate the dimensions of service quality, Big Five personality traits and behavioural purchase intention. However, it is possible that the sources of either a favourable or unfavourable behavioural purchase intention are certainly factors other than thedimensions of service quality or the Big Five personality traits.

Moreover, this research was carried out in Ghana. Consequently, some of the conclusions might be better suited to the context of Ghana. Cultural and other socio-economic factors in Ghana are likely to have significant influence on service quality and behavioural purchase intention. Therefore, it will not be appropriate to extrapolate the conclusion of this study to be applicable to every service based organization. However, the study can be replicated in other star rated hotels within Ghana with noteworthy reliability.

Furthermore, the study reported was tilted towards the guests of star rated hotels in Ghana, but with the increase in demand for guest houses, budget hotels and apartments in Ghana, future studies may be focused on the guests in the aforementioned accommodation facilities. The study was limited to fifteen star rated hotels in Ghana. A replication can therefore be undertaken with a higher number of star rated hotels in Ghana.

The study conclusions should be cautiously extrapolated to other nations and study contexts since services vary in terms of culture and even country because the survey sample is restricted to hotel guests in Ghana. Because stratified sampling was employed in this study, generalization of the findings is not possible. Therefore, when applying the findings to various industries, caution should be exercised in interpretation.

Furthermore, because this study was cross-sectional in nature, additional longitudinal analysis might be used to evaluate causality and time-dependent relationships between the variables. For instance, the effect of service quality on behavioural purchase intention may take longer to manifest. This study's generalizability is constrained because it was based on data from a

single nation. To make a cross-national or cross-cultural contribution, more study ought to be conducted in other nations.

Directions for Future Research

From a methodological viewpoint, a qualitative study can be pursued in future. More specifically, a case study approach could provide very insightful details in relation to service quality, personality traits and behavioural purchase intention.

Cross-sectional research was used in this study. It is envisaged that a longitudinal survey will serve as a foundation for future research on behavioural purchase intention, personality factors, and service quality that is more informed. The effect of service quality, personality characteristics, and behavioral intention on employee performance should be further studied in future research.

Furthermore, future research should investigate e-service quality, personality traits and behavioural purchase intention. future research should also consider the operationalization of service quality, personality traits and behavioural purchase intent in a cross-national and cross-cultural studies. Future researchers ought to think about incorporating more relationship quality categories like commitment, trust, and communication quality into our existing model. Future researchers might also want to take into account how perceived service quality and any explored potential relationship service components are ordered.

There were only a few constructs in the model that was evaluated. Future research might take into account a wide range of additional factors, including consequences like word-of-mouth recommendations and price

sensitivity as well as antecedents like corporate reputation and service fairness. Additionally, emotions are becoming a pertinent topic in relation to service quality and behavioral purchasing intention. Future research may find it fascinating to examine how service quality affects our emotions. Furthermore, it's possible that the demographic traits of visitors will moderate the association that this study proposes. Therefore, in the future, research may evaluate the model with the addition of new variables, such as demographic variables (marital status), travel involvement, hotel environment, and travel experience as moderators.

Cross-sectional research was used in this study. It is envisaged that a longitudinal survey will serve as a foundation for future research on behavioural purchase intention, personality factors, and service quality that is more informed. The effect of service quality, personality characteristics, and behavioral intention on employee performance should be further studied in future research.
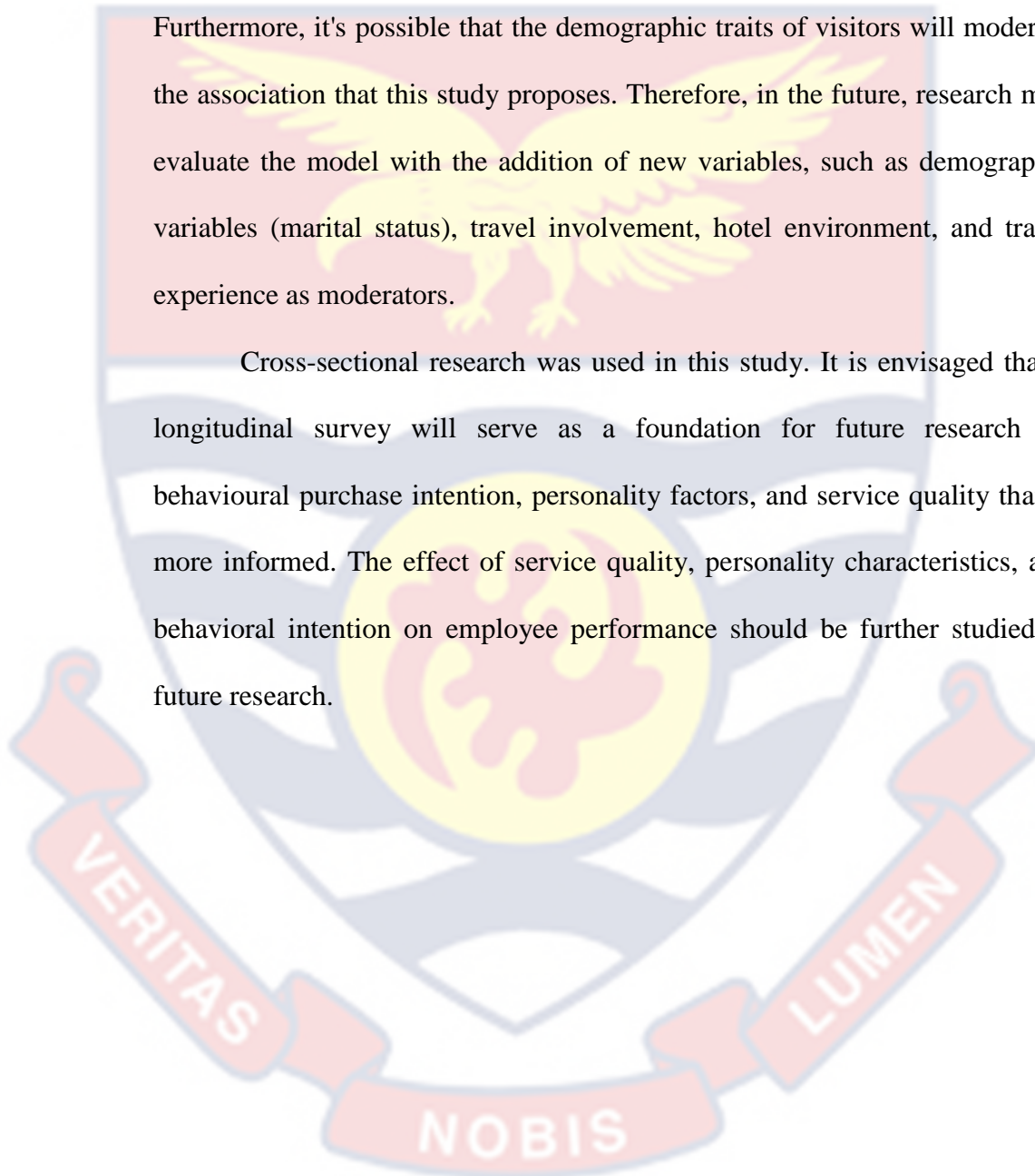
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APPENDICES

APPENDIX A: SUMMARY OF KNOWLEDGE GAPS IN CONTEXT

Investigator	Emphasis	Conclusions	Gaps
Gronroos (1982)	Technical quality, functional quality and image	Three quality of service determinants were discovered.	Limited in terms of a comprehensive clarification of technical quality and functional quality.
Parasuraman, Berry and Zeithaml (1985)	Reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding and Tangibles	The researchers discovered ten factors that influence service quality. Customers' expectations of service quality differed from those of managers.	Use of an exploratory research design with uncertain results A qualitative methodology was used, which was then followed by a qualitative analysis.
Parasuraman, Berry and Zeithaml (1988)	Reliability, assurance, tangibles, empathy, and responsiveness	Reduce the number of service quality determinants to five. The SERVQUAL instrument was developed, and it was suggested that it should be used in all service sectors.	Limitation of multi dimensionality and operationalization across all sectors.
Carman (1990)	Reliability, responsiveness, assurance, empathy, and tangibles.	There are five generic dimensions of service quality. Items should be worded differently for each service.	In the hotel industry, there is a need for study to see how generic service quality parameters are.
Cronin and Taylor (1992)	Reliability, responsiveness, assurance, empathy, and tangibles and customer satisfaction	Quality of service should be measured in terms of attitude (perception). SERVPERF was invented and	limited in terms of detecting areas associated to service quality gaps for likely intervention by managers

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		exemplified above SERVQUAL.	
Ali, Hussain, Konar and Jeon (2017)	The Effect of Technical and Functional Quality on Guests' Perceived Hotel Service Quality and Satisfaction: A SEM-PLS Analysis	The study's findings back up the notion that functional excellence, technical quality, total perceived service quality, and guest pleasure are all linked.	The authors didn't take into account the overall impact of service quality on behavioral purchase intent.
Pelau, Serban and Chine (2018)	The influence of personality types on the impulsive buying behavior of a consumer	Extroverted, feeling-based decision-makers and perception-oriented people are more likely to engage in impulsive shopping behavior during shopping excursions, according to research.	The authors did not consider the overall impact of service quality on the link between personality types and consumer impulsiveness.
Kocabulut and Albayrak (2019)	The effects of mood and personality type on service quality perception and customer satisfaction	The participants' assessments of service quality and overall satisfaction varied according to their personality types and moods. Furthermore, the findings suggested that personality type and mood could influence the impact of perceived service quality on overall satisfaction.	The function of the Big Five personality traits in mediating the connection between service quality and behavioural purchase intention was not examined in this study.

Source: Author's Construct (2022)

APPENDIX B: SURVEY QUESTIONNAIRES

Dear Respondent,

This survey questionnaire is to examine the relationship between service quality, personality traits and behavioural purchase intention of guests among hotels in Ghana. This survey is for academic purpose, which will have implication on the understanding of the relationship between the aforementioned variables. The survey will take about 15 minutes of your time. You will be contributing immensely towards the success of this research and knowledge by answering the questions as frankly as possible. Your responses are strictly anonymous and confidential.

If you have any information or clarification on this questionnaire, do not hesitate to contact me via 0558086839 or email: nukudek966@gmail.com.

PART A: SERVICE QUALITY IN HOTELS

Please indicate by ticking (√) the extent to which you agree or disagree with the following statements on service quality in the hotel. Use the scale:

1= Not at all (NAA)   2 = Small extent (SE)

3 = Moderate extent (ME)   4 = Large extent (LE)

5 = Very large extent (VLE)

Reliability		1	2	3	4	5
REL1	The hotel delivers the promised service.					
REL2	The hotel authority shows a sincere interest in addressing my concerns.					
REL3	The hotel provides service correctly.					
REL4	The hotel delivers timely service					
REL5	The hotel maintains error-free records.					
Assurance						
ASS1	The behaviour of service providers grow confidence in me.					
ASS2	I feel safe in my dealing with the hotel.					

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ASS3	Employees of this hotel are courteous to me.					
ASS4	Employees of this hotel have enough knowledge to answer my question.					
Tangibles						
TAN1	The hotel has modern equipments and facilities.					
TAN2	The hotel has appealing physical facilities.					
TAN3	The hotel has visually appealing materials.					
TAN4	Employees' appearances at the hotel are neat and tidy.					
Empathy						
EMP1	The hotel gives me individual attention.					
EMP2	The employees deal with consumers with care.					
EMP3	The hotel has your best interest at heart.					
EMP4	Employees of this hotel understand the consumer's requirement					
EMP5	The hotel has convenient operating hours.					
Responsiveness						
RES1	The hotel informs customers on when the service will be performed.					
RES2	The hotel provides prompt service to customers.					
RES3	The hotel employees are always willing to help me.					
RES4	The hotel employees respond to my request promptly					

Source: Parasuraman, Ziethaml and Berry (1994).

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PART B: BIG FIVE PERSONALITY TRAITS

Please indicate by ticking (√) the extent to which you agree or disagree with the   following statements on consumer personality traits in the hotel. Use the scale:

1= Not at all (NAA)   2 = Small extent (SE)

3 = Moderate extent (ME)   4 = Large extent (LE)

5 = Very large extent (VLE)

	Conscientiousness	1	2	3	4	5
CON1	I am efficient.					
CON2	I am well organized.					
CON3	I am not careless					
CON4	I am thorough					
CON5	I am not lazy					
CON6	I am not impulsive					
	Agreeableness					
AGR1	I am forgiving.					
AGR2	I am not demanding.					
AGR3	I am warm.					
AGR4	I am not stubborn.					
AGR5	I do not show – off.					
AGR6	I am sympathetic					
	Neuroticism					
NEU1	I am tensed.					
NEU2	I am irritable.					
NEU3	I am not contended.					
NEU4	I am shy.					
NEU5	I am moody.					
	Openness					
OPE1	I am curious.					
OPE2	I am imaginative.					
OPE3	I am artistic.					
OPE4	I have wide interests.					
OPE5	I am excitable.					
OPE6	I am unconventional.					
	Extraversion					
EXT1	I am sociable.					
EXT2	I am forceful.					
EXT3	I am adventurous.					
EXT4	I am enthusiastic.					
EXT5	I am outgoing.					

Source: Goldberg (1993).

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PART C: BEHAVIOURAL PURCHASE INTENTION

Please indicate by ticking (√) the extent to which you agree or disagree with the following statements on your behavioural purchase intention in the hotel. Use the scale:

1= Not at all (NAA)   2 = Small extent (SE)

3 = Moderate extent (ME)   4 = Large extent (LE)

5 = Very large extent (VLE)

Behavioural purchase intention		1	2	3	4	5
BPI1	I am likely to pay for services in this hotel.					
BPI2	There is the likelihood that I will pay for services in this hotel in the near future.					
BPI3	Given the opportunity, I intend to pay for services in this hotel.					
BPI4	I will consider this hotel as my first choice in my next visit.					
BPI5	I will visit this hotel more often in the future					
BPI6	The excellent service provided deserves me another visit					
BPI7	I have no hesitation in visiting the hotel again.					

Source: Bhatti (2018); Kim and Park (2013); Ismail et al. (2021).

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PART D: BACKGROUND INFORMATION

Please, tick (√) where applicable;

1. Gender of respondent

☐ Male   ☐ Female

2. Marital status of respondent

☐ Single   ☐ Married

3. Occupation?

☐ Retired   ☐ Company employee

☐ Business owner   ☐ Government sector

☐ Housewife   ☐ Student

☐ Other Specify_____

4. Age?

☐ 20 years and below   ☐ 21-30 years

☐ 31-40 years   ☐ 41-50 years

☐ 51-60 years   ☐ 61 years and above

5. Educational status?

☐ Primary school   ☐ High school

☐ College   ☐ Postgraduate

☐ Other Specify_____

6. Number of visits to hotel?

☐ One (1)   ☐ Two (2)

☐ Three (3)   ☐ Four (4) and more

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7. Duration of stay in hotel?

	1-7 days		8-14 days
☐	1-7 days	☐	8-14 days
☐	15-28 days	☐	29 days and more

8. Citizenship?

☐   Ghanaian

☐   Other Specify_____

9. Income (per month in Cedis)?

☐	Less than 1,000	☐	1,000-2,000
☐	2,001-3,000	☐	3,001-4,000
☐	4,001-5,000	☐	more than 5,000

10. Religious affiliation?

☐	Christian	☐	Muslim
☐	Traditional African	☐	Other specify_____

SIGNATURE OF RESPONDENT: …………………………………..

Thank you very much for taking your time to complete this questionnaire
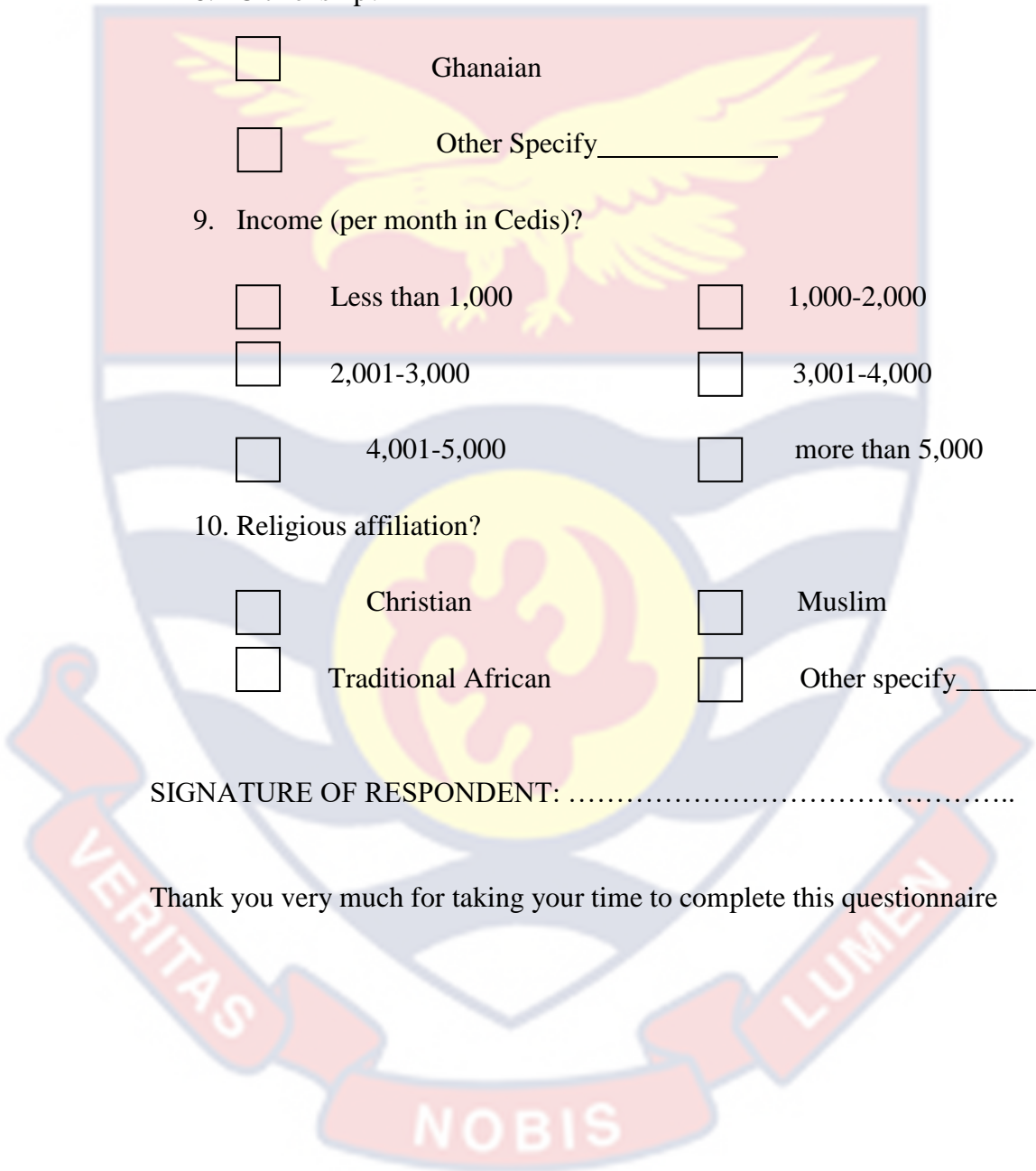
<div align="center">**APPENDIX C: INFORMATION CONSENT FORM**</div>

INFORMATION SHEET

Title: Service quality and behavioural purchase intention: the moderating role of personality traits among hotels in Ghana.

Principal Investigator: Derrick Nukunu Akude

Address: P.O. Box CE 11647, Tema, - Greater Accra Region

General Information about Research

Derrick Nukunu Akude is the lead investigator of this work and a lecturer at Ghana Communication Technology University. The study involves research and the objectives are to: examine the differences in hotel guests' perceptions of service quality, evaluate the relationship between service quality and a guest's behavioural purchase intention, determine the relationship between service quality and the Big Five personality traits of hotel guests, and analyse the relationship between the Big Five personality traits and the behavioural purchase intention of guests in hotels, and assess the extent to which the Big Five personality traits moderate the relationship between service quality and the behavioural purchase intention of guests in hotels. The survey study pursues to evaluate the relationship between service quality, Big Five personality traits and the behavioural purchase intention of consumers among star rated hotel guests in Ghana.

APPENDIX D: ETHICAL CLEARANCE

UNIVERSITY OF CAPE COAST

INSTITUTIONAL REVIEW BOARD SECRETARIAT

TEL: 0558093143 / 0508878309

E-MAIL: irb@ucc.edu.gh

OUR REF: UCC/IRB/R/1/1407   9TH FEBRUARY, 2022

Mr. Derrick Nukunu Akude
Department of Marketing and Supply Chain Management
University of Cape Coast

Dear Mr. Akude,

COMMENTS ON YOUR RESEARCH PROTOCOL

The University of Cape Coast Institutional Review Board (UCCIRB) has approved your request for ethical clearance to conduct a research titled *Service quality and behavioural purchase intention: the moderating role of personality traits among hotels in Ghana.* The approval is subject to you considering the comments below and making the necessary revision in your current protocol:

1. We are of the view that the details you have provided does not provide convincing basis for the justification of the study. The fact that literature is limited in the area does not mean there is the need for a study. Kindly provide convincing narrations to establish a rationale for your study.
2. You have indicated that the respondents will have to answer the questions on the instrument through a link in 30 minutes – why the use of a link? What are the possible challenges and how will they be addressed? Why 30minutes? Etc.
3. The presentation on field procedures and data collection is scanty and without justification. Kindly revise these to enable us determine the ethical appropriateness of your activities.
4. Revise your timetable to indicate that data collection would commence after ethical clearance.

You are required to revise your protocol by incorporating the above comments, highlight on all corrections effected in the revised work and send a soft copy of the revised protocol to the UCCIRB Administrator for the Board's consideration. Please provide us with a write up on how you have effected the change.

Yours faithfully,

Samuel Asiedu Owusu, PhD

UCCIRB Administrator