Predictors of Customers' Relationship with Hotel Industry: Empirical Evidence from Bangladesh

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Abstract

Tourism plays a crucial role in their economy, serving as a major generator of foreign currency earnings and contributing 9.3% to the country's GDP. Effective travel and tourism policies facilitate the arrival of 10 million international visitors every year. Customer relationship management (CRM) has a profound influence on multiple company sectors, such as the hotel industry, by enhancing customers' happiness and offering solutions to numerous challenges encountered in the business realm. The connection between CRM and hospitality is in its ability to provide a framework that necessitates the enhancement of staff attributes, enabling them to serve clients with diligence and positive attitudes. Therefore, the objective of this study was to examine the factors that influence customers' relationship within the hotel business, specifically in the context of beach tourism in Bangladesh. This study employed a descriptive research design. The study employed the purposive sampling method. Both primary and secondary data were utilized. The collection of primary data involved administering a structured questionnaire to 207 Bangladeshi individuals who had previously been in a hotel. The survey method was used, and the participants were asked to rate their experiences using a five-point Likert scale. The data were examined using the SPSS 25.0 version. The regression analysis revealed that service quality, hygienic and cleanness, physical environment, price factor, and safety and security had a significant and positive impact on customers' relationship in hotel industry in the specific setting of beach tourism in Bangladesh. The study paper will propose recommendations on how to identify and manage influential elements that contribute to establishing and sustaining customer connections within the hotel business in the rising country of Bangladesh.

Keywords: Predictors, Customer Relationships, Hotel Industry, Beach Tourism, Bangladesh

1. Introduction

Customer relationship management describes the process of effectively handling inclusive data on individual customers and their interactions with a company. Strategically overseeing every interaction with customers to optimize customer loyalty. Customer relationship management (CRM) encompasses the various strategies and techniques employed by businesses to enhance client loyalty and prevent customer attrition to rival companies. Customer relationship management has a profound influence on multiple industries, such as the hotel sector, by enhancing customer happiness and offering solutions to numerous business challenges. The connection between CRM and hospitality is in its ability to provide a framework that requires the enhancement of diverse attributes of personnel, enabling them to serve their clients with meticulousness and favorable dispositions (Murray & Howat, 2002). Consequently, personnel of commercial organizations must uphold several qualities in order to guarantee the attainment of hospitality and customer relationships (Agnihotri et al., 2016). In the hotel industry, staff in the food and drinking sector must demonstrate unshakable dedication to their consumers. This entails ensuring that all their activities within the premises are centered on providing service in restaurants and catering services (Meng & Elliott, 2008). Additional attributes include exceptional communication and listening abilities, as well as sustained focus to ensure thorough comprehension of consumer needs. Business organizations must strive to enhance several factors, such as quality, environmental impact, employee satisfaction, and additional services, in order to meet customer expectations. The concept of employee satisfaction (ES) is focused on fulfilling the requirements and desires of the employees (Agnihotri et al., 2016). Its primary objective is to fulfill the fundamental requirements of the employees at any expense (Al-Da'abseh, et al., 2018). This study seeks to streamline the role of the employee satisfaction (ES) in enhancing the quality of food and beverage services (FBSQ) in the context of customer relationship management (CRM). To improve the overall service quality of hotels, it is crucial for hotels to prioritize client commitment to enhancing the quality of their services by focusing on ES. Therefore, hotel managers must enhance their methods regarding ES in order to sustain consumer interest and loyalty. In 2015, the government also modified its policy on visa-free access in order to enhance its appeal to international tourists. Renowned tourist locations such as Bali and Jakarta have experienced a significant surge in investment in recent years, particularly in the high-end segment of the market. This has resulted in an abundant supply of hotels, hence fostering the growth of the hotel business. The Hospitality industry in Bangladesh is currently in a favorable state, despite being in a stage of growth. Approximately 8-10 luxury hotels with a five-star rating are projected to be developed within the next five years. In general, there is a conspicuous indication that the Hospitality business will experience strong growth in the future years. Tourism plays a crucial role in their economy, serving as a major generator of foreign currency earnings and contributing 9.3% to the country's GDP. Effective travel and tourism policies facilitate the arrival of 10 million international visitors each year. The tourist sector in Indonesia contributes around 4% to the overall economy and aims to increase this amount by 2019 by improvements in infrastructure, accessibility, health and hygiene, as well as by expanding online promotional marketing strategies. These efforts will create chances in emerging markets.

From July to March, which is the peak season, Saint Martin's beach receives an average of five thousand guests every day. During this time, all the tourist attractions are completely booked (Ahmmed 2017, Khan 2017). During the busiest seasons of the year, the Kuakata beach attracts a minimum of ten thousand people daily (Sharif 2016). Over the past several years, there has been a notable surge in the influx of tourists to all the beaches in Bangladesh. Cox's Bazar, Saint Martin's Beach, and Kuakata attract a significant number of tourists annually. The majority of individuals are Bangladeshi citizens who journey from various regions inside the country, while a small number are international tourists. Cox's Bazar Beach attracts approximately five million tourists annually, with the potential to reach 13 million visitors by 2020 (Hossain, Quaddus, and Shanka, 2013). In the past five years, there has been a substantial increase in the number of tourists to Saint Martin's beach. Bangladesh, with its significant capacity for attracting tourists, is also positioned to secure a substantial portion of the tourism benefits. Due to the increasing number of tourists, the tourism sector has made a substantial contribution to the economy and has created more employment opportunities in recent years. In 2016, the travel and tourism industry made a significant contribution of BDT 840.2 billion to the GDP, representing 4.3% of the overall GDP. The predicted growth rate is 7.1% per year, and by 2027, it is expected to reach BDT 1783.0 billion, which will account for 4.7% of the GDP. In 2016, the travel and tourism industry generated a total of 2,187,000 direct employment opportunities.

The number experienced a 2.7% growth, resulting in a total of 2,247,000 jobs in 2017. Based on the WTTC 2017 research, it is projected that the tourist industry would have a direct employment of 2,695,000 individuals by the year 2027. Furthermore, it is anticipated to have a yearly expansion rate of 1.8% in the upcoming decade. The significance of tourism focused on coastal regions has experienced an upward trend in Southeast Asia in recent years (Sangpikul 2018, Smith 2018). Each nation in this region is striving to attract a larger number of tourists to their own locations in order to boost their unique country's economy. This study centers on Bangladesh, a diminutive nation in Southern Asia with noteworthy tourism prospects. Without a doubt, Bangladesh has emerged as an enchanting tourist destination thanks to its varied natural characteristics and hospitable culture. Furthermore, the nation boasts substantial coastal beach locations that serve as the primary focal points for tourists. In addition to other well-known beach resorts, Bangladesh is the host of Cox's Bazar, the world's longest sea beach, which plays a crucial role in the country's tourism economy. In recent years, there has been a substantial rise in the number of tourists visiting the beach resorts in this country. This increase has played a key role in the socioeconomic growth of the local population and the national economy. Therefore, the goal of the research is to analyze the factors affecting customers' relationship with hotel industry in the perspective of beach tourism in Bangladesh.

1.1 Objectives of the Research

The broad objective of this study was to examine the factors affecting customers' relationship with hotel industry in the context of beach tourism in Bangladesh.

1.1.1 Specific objectives are:

- To measure the customers perception towards hotel industry.
- To evaluate the customers awareness towards hotel industry.
- To discover the level of customers' relationship with hotel industry.
- To investigate the impact of the quality of food, service, hygiene and cleanliness, physical environment, price factor, and safety and security on customers' relationships with the hotel business in the specific setting of beach tourism in Bangladesh.

2. Review of Literature

2.1 Food Quality

FBSQ theory refers to the practice of preparing and serving food and beverages to customers in establishments such as restaurants and other retail locations. A strong correlation exists between the hotel industry and the provision of food and beverage services. Hospitality is the act of warmly welcoming and entertaining guests, friends, or clients, whether they are inside or outside of a corporate organization (Litvin et al., 2018). The idea of food and drinks emphasizes the need of providing a warm welcome and amusement to clients in order to establish a strong relationship between the company and potential customers. Hotels and restaurants require employees to possess the ability to communicate in a gentle, convincing, and amiable manner in order to captivate the attention of customers. Hence, the employees must possess all the requisite qualities to effectively function in a food and beverage platform (Kaul, 2017). Food quality refers to the overall characteristics and features of a food product that are deemed satisfactory by the customer. The food quality features encompass several aspects such as appearance (size, shape, gloss, color, and consistency), texture, flavor, and nutritional content (Zeithaml et al., 2006). In the current food and beverage sector, there are certain essential attributes that an individual must possess in order to be considered for employment in the hotel industry. Novelty, a fundamental inclination in tourism, refers to the departure from routine living by engaging in novel and distinct experiences, which also entails the pursuit of diversity (Lee & Crompton, 1992; Mitas & Bastiaansen, 2018). Previous research indicates that visitors are inclined to seek out novel and distinct experiences not because they are dissatisfied, but because they desire to encounter something that is different from their previous experiences (Crompton, 1979; Bigné et al., 2009; Niininen et al., 2004). According to (Mitas & Bastiaansen, 2018), novelty in travel experiences refers to the feeling of encountering something new and different from one's everyday life. Novel tourism experiences are characterized by their unpredictability and ability to surprise, as they deviate from the expectations of the tourist (Ma et al., 2013). According to (Skavronskaya et al., 2020), recent research indicates that new experiences might elicit intense emotions and improve focus, hence enhancing the ability to remember the experience.

Aligned with the transition from the experience economy to the transformation economy (Kirillova et al., 2017; Pine & Gilmore, 2011), fresh experiences can be assessed as peak experiences that elicit positive emotions and engagement, which are necessary for personal transformation to occur (Neuhofer et al., 2020). Therefore, novelty can be defined as the underlying drive or incentive to go on a journey initially (Bello & Etzel, 1985). Novelty can also satisfy tourists' inclination to get new skills and knowledge, in addition to satisfying their curiosity (Williams & Soutar, 2009). Prior studies have examined novelty in relation to visitor profiles and have identified variations in the extent to which different tourists actively pursue novelty (Assaker & Hallak, 2013; Kim & Kim, 2015). According to recent literature reviews, studies on novelty are focused on personality, behaviour, cognition, and neuropsychology (Skavronskaya et al., 2019). The current study works principles from behavioral psychology to examine the behavioural responses to new tourism experiences, while simultaneously assuming that tourists perceive these experiences to have varying degrees of novelty. The primary attribute is dedication, which occurs to be the paramount factor, as all the endeavors made by an employee should center solely on the fulfillment of client happiness (Agnihotri et al., 2016; Al-Omari et al., 2018).

2.2 Service Quality

Service quality is an approach to strategy that enhances the efficiency, competitiveness, and adaptability of the hotel. It is a technique employed to ensure the complete contentment of guests (Abdullah & Rahman, 2015). The provision of service to guests in the hospitality industry is a crucial business operation that contributes to the growth and attraction of potential guests (Ali, 2020). Perceived service quality refers to the evaluation made by customers on the technical and operational aspects of the service package (Allameh et al. 2015; Ranjbarian and Pool, 2015). Service quality refers to the extent to which an organization meets or exceeds the expectations of its consumers in delivering its services. Customers acquire services in response to certain need. Individuals possess specific criteria and anticipations, whether they are aware of them or not, regarding how a company's provision of services meets their requirements. A corporation that possesses exceptional service quality provides services that meet or surpass the expectations of its clients (Zeithaml et al., 2006). (Abdullah & Afshar, 2019) define quality as a concept that is elusive and ambiguous. Distinguishing between products and services is crucial due to their distinct qualities. The former refers to a physical object that can be touched or perceived, whereas the latter refers to something that cannot be physically touched or perceived, but rather relates to the actual performance or execution of something (Abdullah & Rahman, 2015). Scholars in consumer behaviour studies have thoroughly investigated and researched the concept of service quality since the 1980s (Priporas et al., 2017; Tosun, Dedeoğlu, and Fyall, 2015; Silvestri, Aquilani, and Ruggieri, 2017). The word pertains to the comprehensive evaluation of service performance or the overall rating of products and services as either favorable or unfavorable (Allameh et al. 2015, Tosun, Dedeoğlu, and Fyall 2015, Ahrholdt, Gudergan, and Ringle 2017). The significance of visitors' sense of service quality has been recognized as a crucial determinant affecting both their pleasure and their future intentions (Ahrholdt, Gudergan, and Ringle 2017, Clemes, Brush, and Collins 2011). In the field of tourism, it is well acknowledged that the level of services offered by a location has a direct influence on the satisfaction of travellers. A significant degree of satisfaction, in return, creates favorable verbal promotion and impacts the future intentions of travellers. These elements ultimately have a direct influence on the financial performance of the places that are hosting them (Ranjbarian and Pool 2015, Priporas et al. 2017).

2.3 Hygienic and Cleanness

Since maintaining good hygiene is necessary to obtain health status, it is strongly related to people, food, and beverages. Sanitation, on the other hand, is an endeavor to keep an eye on a number of physical environmental aspects that impact people, particularly those that are harmful to survival, health, and physical development, according to the WHO. (Andarmoyo, 2012) asserted that in daily life, hygiene is a crucial factor that needs to be taken into account since it has an impact on the clients' comfort, safety, well-being, and health. Personal, social, and cultural factors all have an impact on an individual's hygiene behaviours. Generally, when someone is ill, cleanliness is not taken seriously. This occurs because we dismiss the importance of hygiene, which, if ignored, could have a negative impact on public health. A person's work environment is portrayed by hygienic elements, which might include things like job security, interactions with coworkers and superiors, the physical work environment, and organizational policies. Their impression of a hotel would be influenced by cleanliness; filthy restrooms and offensive smells would be ranked higher than subpar customer service (Stephen & Timothy, 2012). (Linda, 2019) asserts that hygiene is the science of health and illness prevention.

Sanitation is more focused on addressing hygienic problems to promote health, whereas hygiene is more focused on the issue of bacteria as the source of disease. According to (Zeithaml, 1988), value is "the consumer's overall assessment of a product's utility based on perceptions of what is given and received." Perceived value, in general, is a comparison of consumers' desire for a good or service based on perceived costs and advantages (Ranjbarian and Pool 2015). According to (Pham et al., 2015), the firm's perception of the value of the destination's offers may be the most reliable indicator of its competitive advantage in tourism marketing. Many studies (Pham et al., 2015; Ranjbarian and Pool, 2015; Quintal and Polczynski, 2010; Žabkar, Brenčič, and Dmitrović, 2010; Chen and Chen, 2010) show that the perceived value of a destination's offerings influences visitor satisfaction, which in turn influences visitors' intentions to return there in the future. Travellers' contentment, recommendations, and intentions to return are greatly impacted by perceived value, particularly functional value, emotional value, and total worth, according to Lee, Petrick, and Crompton's 2007 research. Customers' pleasure and behavioural intention are greatly impacted by perceived value, which is ingrained in their thoughts (Chen and Chen 2010, Pham et al. 2015). When providing client hygiene care, a nurse's primary focus should be on maximizing the client's independence, monitoring the client's capacity to do hygiene practices, maintaining the client's privacy and dignity, and ensuring their physical comfort.

2.4 Physical Environment

According to Lee and Jeong (2012), the physical environment consists of the general structure, style, aesthetics, and ornamentation. (Bitner, 1992) referred to the physical environment created by humans where service product delivery occurs as the "services cape." According to recent research, this phenomenon has a significant role in how satisfied customers are with the services they receive (Ruiz et al., 2012). Individuals reside, acquire knowledge, engage in employment, and engage in recreational activities within their tangible environment. Humans interact with their physical environment through the consumption of water, inhalation of air, occupation of dwellings, and use of transportation for commuting to work and education. The physical work environment includes factors such as climate, lighting, safety, contact with chemicals and particles, vibration and noise, and ergonomics (physical work exposure). RISE possesses a significant amount of knowledge and skill in multiple disciplines. (Magatef, 2015). Ryu et al. (2012) found that a favorable physical environment promotes favorable consumer reactions, such as perceiving comfort and having a greater inclination to engage in good word-of-mouth communication. Academics and professionals in the hotel industry are increasingly recognizing the need of creating an attractive atmosphere in order to attract and retain guests (Han and Ryu, 2009). The physical environment has a crucial role in differentiating service providers and influencing the nature of client interactions (Bitner, 1992). The physical environment, which refers to the exterior appearance of the service provider, plays a vital role in shaping client expectations. It does so by showcasing the quality of the intangible service through tangible indicators (Simpeh et al., 2011). The citation is from Berry and Parasuraman's work in 1991. As stated by (Tosun, Dedeoğlu, and Fyall, 2015), destination image refers to the comprehensive impression that tourists have of a location, which is influenced by their perceptions and the combined effect of the place's physical and non-physical characteristics. An image can be defined as the collective amalgamation of individuals' perceptions, feelings, ideas, and sentiments towards an object or place (Veasna, Wu, and Huang 2013, Hallmann, Zehrer, and Müller 2015, Zhang et al. 2014). Destination image in the context of tourism refers to the overall impression that travellers have of a location. This impression is formed based on their perceptions and the combined impact of a destination's tangible and intangible characteristics. (Chiu, Zeng, and Cheng 2016, Tosun, Dedeoğlu, and Fyall 2015) provide further insight into this concept. Travellers who have a favorable image of a place are more likely to choose to visit it again in the future, according to research conducted by Dolnicar and Grün in 2013 and Allameh et al., 2015. Based on the studies conducted by (Chen and Tsai, 2007) and (Jalilvand et al., 2012), the way people perceive a place affects their decision-making not only while choosing a destination but also in the long term.

2.5 Price Factor

Price is seen as a crucial component in the marketing mix. (Kotler et al., 2008) define pricing as the monetary amount allocated for a product or service, or the value those buyers give in exchange for the product. Determining the pricing of a service is more challenging than determining the price of a physical commodity. Price has a significant role in guaranteeing the quality of intangible things. Customers priorities the pricing of the products (Peter & Donelly, 2007). Additionally, clients carefully consider the value they derive from the products before spending their money. They evaluate the value of the money spent on the product.

In the banking industry, the term "price" refers to the bank's interest rate and service costs. When establishing the costs, it is vital to prioritize the transparency of fees and charges. Ultimately, marketers must persuade customers that they are receiving a greater value for their money when purchasing products (Clemes et al., 2010). The location has a significant role in the marketing of products. Customers desire a handy location to procure their products or services. The location serves as the central hub for recruiting customers. Customers find the location inconvenient and uncomfortable to access, making it a poor choice. This location exhibits a correlation between temporal and spatial factors. Companies should carefully select an appropriate location to effectively use customers' time. As stated by (Copley, 2004), ensuring the correct location and timely delivery of products will enhance the success of the firm. The geographical location and strategic distribution of products facilitate client access and acquisition (Hirankitti et al., 2009). Customers want financial establishments with a favorable communication system for their transactions. Convenience is a crucial factor for clients (Berry et al., 2002). To simplify the work, banks are implementing technology advancements such as the installation of ATM machines at various locations, mobile banking, internet banking, and monitoring online transactions.

2.6 Safety and Security

The procedure can be defined as the method by which a service is provided to the consumer. It refers to a series of actions that take place while a service is being used. Processes encompass sales management, order processing for clients, and provision of after-sales services. According to (Zeithmal et al., 2006), the process refers to the collection of procedures, processes, and the sequence of actions through which services are provided. Customers play a crucial role in service operations, and the process of providing services contributes to the overall customer experience, especially in high-contact services (Helm and Gritsch, 2014). In order to guarantee the availability of service, consistent quality, and comfort and convenience for clients, it is essential to design the service process properly (Zeithmal et al., 2006; Purcarea et al., 2013). Efficient sound process management should be developed to effectively manage the equilibrium between demand and supply during periods of high demand (Fukey et al., 2014; Sheorey et al., 2014). Prior to utilizing a service, potential customers typically lack knowledge or familiarity about the manner in which they will be attended to. The service process provides them with an understanding of the service's performance (Kushwaha and Agrawal, 2015). It is important to immediately address and resolve consumer complaints and comments, while minimizing any additional expenditure for the consumers. The process of providing a service has a direct impact on how consumers perceive that service, which in turn affects their decision to make a purchase. Due to the intangible nature of services, clients frequently rely on tangible cues, or physical proof, to appraise the service before buying it and to evaluate their happiness with the service during and after using it. Physical evidence refers to the tangible components or objects that are part of a service. As defined by (Zeithmal et al., 2006), the physical environment encompasses the setting in which a service is provided, including the ambiance, the contact between the company and the customer, and any tangible components that aid in the delivery or exchange of the service. The physical environment consists of its ambient conditions, spatial layout, functionality, and symbols, signs, and artworks (Zeithmal et al., 2006). The physical environment plays a crucial role in the provision of a service by bridging the gap between the patient's expectations and the actual delivery of the service. Physical evidence refers to the tangible and measurable elements that businesses utilize to influence interactions between staff and customers. These elements include signage, furnishings, scents, layout, and music (Bitner, 1992). Modern infrastructure and advanced technology have a significant impact on customers' behavioural intentions and perspective (Shon and Tadisina, 2008; Helm and Gritsch, 2014).

2.7 Customers' Relationship

Customer relationship management (CRM), as defined by Kotler and Armstrong (2010), refers to the systematic management of comprehensive data pertaining to individual customers and their interactions with a company. Strategically overseeing every interaction with customers to optimize customer loyalty. Client Relationship Management (CRM) encompasses the various strategies and methodologies employed by businesses to enhance client loyalty and prevent customer defection to rival companies. Businesses not only aim to retain their loyal consumers but also strive to enhance the efficiency of their service delivery in order to attract new clients (Litvin, et al., 2018). Customer relations refer to the comprehensive process within a company that involves cultivating favorable relationships with customers. It encompasses all interactions and experiences that customers have with the organization. Tourist revisit intention refers to the forecast of tourists' inclination to participate again in tourism attractions, activities, and entertainments (Kim, Holland, and Han 2013).

Understanding tourists' behaviour is crucial for the development, promotion, and sale of tourism products and services in destination marketing (Choibamroong 2006, Kim, Holland, and Han 2013, Tosun, Dedeoğlu, and Fyall 2015). Effective destination marketing relies on a thorough comprehension of tourists' perceptions and assessment of the advantages and disadvantages of the products and services provided at a destination (Ranjbarian and Pool 2015). Furthermore, it is important to understand how this evaluation impacts tourists' satisfaction and their likelihood of recurring to the same destinations (Žabkar, Brenčič, and Dmitrović 2010, Pham et al. 2015). Perceived service quality, perceived value, and tourist satisfaction have been identified as significant indicators and variables impacting tourists' intention to revisit different travel destinations in literature (Žabkar, Brenčič, and Dmitrović 2010, Ranjbarian and Pool 2015, Allameh et al. 2015, Kim, Holland, and Han 2013, Quintal and Polczynski 2010). Effectively capturing a customer's interest and persuading them to develop a liking for your items is a challenging process that requires firms to use a range of strategies and actions through their workers. Several factors contribute to the overall quality of a business, such as the production process, the behaviour of staff while interacting with clients, and the level of aftersales service provided, particularly for customers who visit the firm frequently (Aljawarneh & Al-Omari, 2018).

2.8 Conceptual Framework and Hypotheses Development

In this study, there are six independent variables (food quality, service quality, hygienic and cleanness, physical environment, price factor, and safety and security) and one dependent variable (customers' relationship) have recognized. Based on the previous literatures and discussions, the conceptual model (Figure 1).
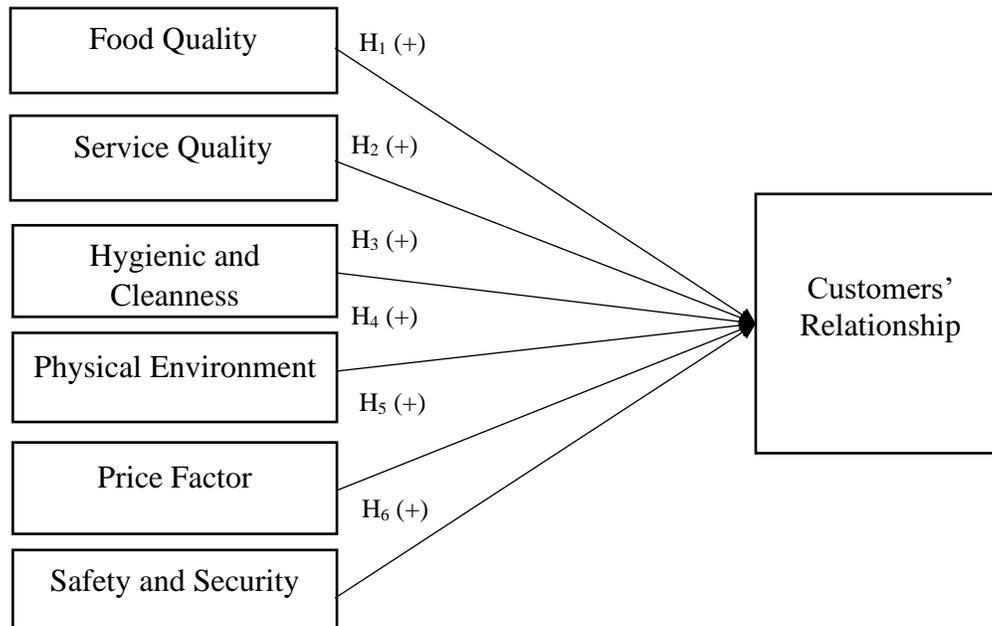

Figure 1: Research model

H_1: Food quality has a significant influence on customers' relationship with hotel industry.
H_2: Service quality has a significant influence on customers' relationship with hotel industry.
H_3: Hygiene and cleanness have a significant impact on customers' relationship with hotel industry.
H4: physical environment has a significant influence on customers' relationship with hotel industry.
H5: Price factor has a significant influence on customers' relationship with hotel industry.
H6: Safety and security have a significant impact on customers' relationship with hotel industry.

3. Research Methods

3.1 Research Design & Sampling Method

The present investigation constituted of a quantitative form. A method of descriptive research was chosen for this project. The study employed descriptive methods to acquire primary data by conducting surveys on customer relationships in the hotel business in Bangladeshi contexts, with a specific focus on descriptive data collection. The decision was made to utilize non-probability sampling methods, notably purposive sampling, for this study.

3.2 Sources of Data

The study endeavor employed a combination of primary and secondary data. The primary data was collected by administering a precisely designed and organized questionnaire. Prior studies were utilized as secondary sources of data.

3.3 Measurement İnstruments and Scaling

The scale items used in this study were derived from the works of Stephen P. Robbins & Timothy A. (2012), Zeithaml, V.A., Bitner, M.J. & Gremler, D. (2006), and Magatef (2015), which have demonstrated their reliability and validity. The components on the scale used to measure constructs include food quality, service quality, hygienic and cleanliness, physical environment, and customer interaction. The measured variables are enumerated in Table 1. The respondents have provided generic information including their gender, education, and occupation. The initial segment of the questionnaire requests fundamental details regarding the individual. The second part comprises inquiries regarding variables and the clientele's association with the hotel sector. The study utilized a five-point Likert scale, which ranged from strongly disagree to strongly agree, to assess the respondents' degree of agreement or disagreement with the outcomes of the survey. Before completing the questionnaire, a pretesting phase was conducted with a sample of 20 people.

Table 1. Constructs and measured variable

Constructs	Measurement Items	Sources
Food quality	Appearance of food effects on customer relationship Flavour of food impacts on customer relationship Nutritional content of food influences on customer relationship	Stephen & Timoth (2012); Zeithaml, Bitner & Gremler, (2006); Magatef (2015).
Service quality	Ability and consistency in performing a certain service Ability to provide customers with prompt services Trust that customers have in a certain organization	
Hygienic and cleanness	Accommodation environment place Safe and comfortable environment Serve the distribution of electrical energy	
Physical environment	The beauty of natural indoor sites Infrastructure available Sports facilities and recreational instruments	
Price factor	Reasonable price impact on customer to stay there Appropriate price with relationship Quality and price are associated with relationships	
Safety and security	Secure the hotel impact on customers Safety is impact on customers CCTV are available there	
Customers' relationship	Customers are satisfied with it. Customers maintain relationship Customers will recommend to others	

3.4 Data Collection

Data was gathered for research drives from January 15, 2024 to March 20, 2024. The data was obtained through personal interviews using a survey technique. A standardized questionnaire with five-point Likert scales was used to gather information from 207 individuals who stayed at a hotel in Bangladesh.

3.5 Data Analysis

The data was analysed using the SPSS 25.0 version software, which is a statistical tool for the social sciences. The data was analysed using descriptive statistics and multiple regression analysis.

4.   Results

4.1 Descriptive Analysis

The mean and standard deviation scores were used to analyze all of the aspects. The factors were ranked according to their calculated mean values. As shown in Table 2 Physical environment is the highest mean score (M= 3.9610), while food quality is the lowest mean score (M= 3.1807). All aspects generated moderate mean scores. It was recommended that among the all aspects had no larger variation.

Table 2. Descriptive statistics

Constructs	Mean	Std. Deviation	Rank
Food quality	3.1807	1.30800	6
Service quality	3.9195	1.00560	2
Hygienic and cleanness	3.7732	.97694	4
Physical environment	3.9610	.99623	1
Price factor	3.8732	.99625	3
Safety and security	3.3610	.95613	5

Source: Researcher Field Data

4.2 Model Summary

Table 3 presents that the value of the correlation coefficient, R= 0.689 recommends that there is a moderate positive correlation between customers' relationship in hotel industry and food quality, service quality, hygienic and cleanness, physical environment, price factor, safety and security. However, only 38.8% (R-square values of 0.388) variation in customers' relationship in hotel industry accounted for due to food quality, service quality, hygienic and cleanness, physical environment, price factor, and safety and security. The adjusted r2 is 0.500, connoting that the four factors can significantly account for 50% variance in the customers' relationship in hotel industry.

Table 3. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689	.388	.500	.77136

Source: Researcher Field Data

Table 4. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.163	6	15.541	42.264	.000[b]
	Residual	95.137	200	.551		
	Total	158.300	206			

Source: Researcher Field Data

4.3 ANOVA

Table 4 reveals that multiple regression analysis is performed to investigate the association between and food quality, service quality, hygienic and cleanness, physical environment, price factor, and safety and security with customers' relationship in hotel industry. Six factors are proposed, and results are enumerated in table 3. F-statistics produced (f = 42.264) is significant at 1 per cent level (sig. f < 0.01) with 6 and 200 degrees of freedom, thus confirming the fitness for the model.

Table 5. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.190	.263		5.882	.000
	Food quality	.053	.031	.044	1.050	.669
	Service quality	.338	.066	.395	4.231	.000
	Hygienic and cleanness	.162	.045	.195	2.826	.001
	Physical environment	.195	.034	.202	2.647	.005
	Price factor	.164	.070	.195	3.864	.004
	Safety and security	.185	.050	.209	2.247	.003

Source: Researcher Field Data

4.4 Coefficients

A two-tailed t-test with a level of significance of 5% was used to test the hypotheses that had been developed. The coefficients are statistically significant if the measured t-value is greater than the critical value of 1.96. According to the findings in Table 5, the path coefficients of five latent constructs, including service quality, hygienic and cleanness, physical environment, price factor, and safety and security had a significant and positive influence on customers' relationship in hotel industry at $p<0.05$. The following hypotheses were accepted: H_2 H_3, H_4, H_5, and H_6. However, food quality had an insignificant influence on customers' relationship in hotel industry. As a result, H_1 was rejected. The service quality largest path coefficient (β = .395) indicated that if service quality was increased by one standard deviation unit, customers' relationship in hotel industry could increase by 0.395 standard deviation unit if all other independent aspects remained constant.

5. Conclusion

The hospitality industry is often regarded as a significant sector in every nation, contributing to substantial economic growth. Tourism and other hospitality businesses serve the dual purpose of showcasing a country's beauty while also preserving it for future generations. Tourism and hospitality industries are highly beneficial for developing countries and individuals seeking opportunity, despite the numerous problems posed by globalization. Tourism has emerged as a crucial and vibrant industry in both the global economy and specifically in developing nations. The rise of tourism has an impact not just on activities directly related to tourism, but also on other industries. Tourism is currently a significant industry in many developing nations and is expected to become vital for others as well. Over the past decade, developing countries have experienced rapid growth in the tourism industry on a global scale. Tourism plays a crucial role in the economies of many developing nations (Nazrul, 2009).

Bangladesh is a South Asian country that possesses significant possibilities for tourism. Due to its picturesque landscapes, varied tribal cultures, historical landmarks, mountain retreats, abundant lush woods and wildlife, as well as its welcoming heritage, this place has been a popular tourist destination for numerous years. Furthermore, the country also has a substantial shoreline (Islam 2009, Hasan and Rabbani 2016). Being a country with many rivers and seas, there are several internationally renowned waterways that intersect the nation. Cox's Bazar Beach, situated in the southern region of Bangladesh, is known as the world's longest continuous sandy beach (Hossain 2013, Hasan, Mamun, and Islam 2015).

Over the past few years, the travel and tourism industry has experienced rapid growth and is now recognized as a key driver of social and economic growth in many countries. It contributes significantly to foreign exchange earnings, revenue generation, and the creation of jobs and earnings (Ma and Hassink 2013, Webster and Ivanov 2014, Williams et al. 2016). Consequently, numerous countries worldwide are engaging in this sector, presenting their varied tourism offerings, including scenic landscapes, biodiversity, forests and wildlife, coastal areas and islands, historical monuments, cultural traditions, fairs and festivals, and a range of sporting activities. Beach tourism that is centered on coastal areas is highly sought-after and is among the top holiday destinations on this list (Houston 2008, Williams et al. 2016, Birdir et al. 2013).

The study was undertaken to investigate the elements that influence customers' interaction with the hotel sector in Bangladesh. Various facets serve as crucial instruments for guiding client relationships in the hotel sector. This study investigates the influence of food quality, service quality, hygiene and cleanliness, physical environment, price factor, and safety and security on customer relationships in Bangladesh. The regression study revealed that service quality, hygienic standards, physical environment, price element, and safety and security significantly influence consumers' relationships in the setting of beach tourism in Bangladesh. The study proposes that influencing factors will be utilized to create and sustain customer relationships in the hotel business in the emerging country of Bangladesh.

5.1 Limitations and Further Research

This research is limited to the geographical areas of Bangladesh, and hence the findings may not be generalizable to other locations. The data may not accurately reflect the opinions of the entire Bangladeshi customer population because of the limited sample size. Additional study is recommended to enhance the generalizability of the sampling by increasing the sample size. The study discovered minimal effects of the independent variable. There could be additional factors that might impact consumers' relationships in the hotel sector. These issues remain to be investigated in future studies.

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