## Influence of Service Quality on Emotional Satisfaction in Game Lodges

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# Influence of Service Quality on Emotional Satisfaction in Game Lodges

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**Abstract**

**Purpose:** Service quality in game lodges context elicit customers' emotional satisfaction, which subsequently influences consumer behavior such as revisit intentions and WOM recommendations. Service quality research has paid more focus on cognitive dimensions of customer satisfaction, giving little attention on affective or customer emotional satisfaction. Hence, the main purpose of this study was to investigate the influence of service quality on tourists' emotional satisfaction residing in star rated game lodges at Masai Mara National Reserve in Kenya.

**Methodology:** The study adopted epistemological research philosophy guided by positivism paradigm with a quantitative and a cross sectional survey research design. Systematic random sampling technique was used to select the respondents and data was collected using structured questionnaires that were administered to 312 respondents drawn from visitors who resided in star rated game lodges at Masai Mara national reserve and its conservancies in Kenya. Data was analyzed using structural equation model that tested hypothesis and the relationship between service quality and emotional satisfaction. Data was presented in the form of tables and figures.

**Findings:** The findings suggest that in the context of game lodges, service quality is important for developing customer emotional satisfaction. The study results support a positive and significant relationship between service quality and emotional satisfaction.

**Recommendations:** The study contributes immensely to the theoretical background on service marketing by providing thorough examination of the service quality and its influence on emotional satisfaction. The influence of service quality on emotional or affective aspects of customer satisfaction in game lodges context allied to value- percept display theory is rare. Thus, this study broadens the domain of value- percept display theory that has received little attention. The managers in game lodges should identify and improve on the service quality dimensions that make the most significant contribution to emotional satisfaction. This is a significant input to the service marketing especially in the little researched area in service quality perceptions and emotional responses among the traditional, domestic and the emerging tourism markets in game lodges in Kenya.

**Keywords:** *Service Quality, Game Lodges, Emotional Satisfaction; Structural Equation Modelling*

## 1.0 INTRODUCTION

Service quality and customer emotional satisfaction are among the fundamental concepts in service marketing theory and practice (Han. Kim and Jeong, 2016). Provision of superior service quality and favourable emotional experiences are critical in the lodging industry as this increases customer retention as well as attracting new customers in today's stiff global market competition (Hyun, 2017). Several studies support that service quality is critical for customer emotional satisfaction ((Ali, Amin,and Ryu, 2016; Birgit, 2019; He, Su and Swamson , 2020; Mustaffa , Hamid, Bing and Rahman, 2016). An emotional experience is further considered to play a crucial role in influencing subsequent customer behaviours (Su & Hsu, 2013) such as revisit intentions and WOM recommendation. In the hotel industry, improving positive emotions leads to enhanced competitive advantage (Han and Jeong, 2013). Customer satisfaction is considered as a vital element in assessing service quality due to its importance in a business' performance (Birgit, 2019). According to (Gunarathne, 2014), customer satisfaction can be guaranteed by ensuring high quality products and services are provided by a business. In the hotel and tourism sector, satisfaction is considered as an essential element of the sectors' position of value to a client.

In the service industry, customer satisfaction is determined by their cognitive and affective evaluation of service quality ((Ladhari, Souiden and Dufour, 2017). The cognitive factor relates to customers' judgment of service encounter whereas the affective indicates customers' emotional satisfaction derived from the service provision such as joyful/unjoyful, happy/unhappy and pleasant/unpleasant. However, previous research has paid much attention to the Expectancy-disconfirmation paradigm (EDP) in assessing customer satisfaction ((Wang Zheng and Tang, 2023). This model is built on cognitive confirmation or disconfirmation of service expectations against the service perception, which determines satisfaction. However, according (Wu, Ai, Yang and Li., 2015) a focus on the cognitive of customer satisfaction and less focus on the affective or emotional component could lead to insufficient conceptualization of customer satisfaction. In this regard, (Han et al., 2016) posited emotions as an important component in customer satisfaction and should therefore should be included as a component in assessing customer satisfaction.

Additionally, relationship of service quality with consumption emotions has utilized restaurant context (Jeong, 2013)), or are focused on spa resorts, but research specifically examining emotions in the hotel-context such as game lodges remains scarce (Serra-Cantallops et al., 2020)). This study posits that affective (emotional) and cognitive responses are significant predictors of tourist behaviour intention in a lodging industry in Kenya. Previous research has established that cognitive models are limited in ability to make conclusions on service encounter assessment (Dong & Siu, 2013)). Hence, service quality evaluation is viewed from both cognitive and emotional perspective (Han and Jeong, 2013). It is therefore crucial that the lodging industry investors comprehend various tourist markets service expectations in order to create memorable experiences and as result create customer loyalty and sustainable business (Oh et al., 2021). This study therefore seeks to evaluate service quality, and tourist emotional satisfaction among different tourism markets patronizing lodges in Kenya, taking the Masai Mara National Reserve and its conservancies as a case. This study is critical in informing the development of quality policy and tourist marketing strategies in meeting the needs of traditional and emerging unique markets.

## 2.0 LITERATURE REVIEW

### Theoretical Background

### Value-Percept Display Theory

The underpinning theory in this study was value- percept display theory proposed by (Westbrook & Reilly, 1983). This theory opposes expectancy / disconfirmation theory (EDT) that has previously received much focus in customer satisfaction evaluation (Wang et al., 2023). In Value-percept display theory, customer satisfaction and dissatisfaction is a post- purchase evaluation process. According to this theory customer satisfaction is conceptualized as a positive emotional state resulting from service quality evaluation as leading individual values. This theory supports the unexpected sequence of post- purchase cognitive- affective processes. Emotional satisfaction is influenced by cognitive evaluative processes where the service quality perceptions are compared with customers' value. Though, this theory has received little attention (Mustaffa et al., 2016b), its theoretical perspective has guided various research to understand customers' behavior concerning emotional satisfaction concept (Munyoki, Kibera and Pokhariyal, 2020; Salmuni, Mustaffa, Rahman and Wahid, 2023; Zhang, Zhang and Zhang, 2019).

### Service Quality

Several studies support that service quality is critical for customer emotional satisfaction (Ali et al., 2016; Birgit, 2019; He et al., 2020; H. Oh & Kim, 2017; Pizam et al., 2016). An emotional experience is further considered to play a crucial role in influencing subsequent customer behaviours (Su & Hsu, 2013). In hotel industry, improving positive emotions leads to enhanced competitive advantage (Han et al., 2016)

Service quality is a multi- dimensional construct and there are different approaches used in measuring service quality. The fist approach is the discrepancy between customers' service quality expectations and service quality perceptions (Parasuraman et al., 1988). Other approaches include the overall service quality perception. Within the service quality modeling framework, earlier studies ((Brady & Cronin, 2001; Dabholkar et al., 1996) have conceptualized service quality as a multi-dimensional construct with a hierarchical framework. Based on this framework, the customers evaluate service quality at three ordered and hierarchical levels; a sub-dimension level, a primary dimension level and an overall level. The sub-dimensions' level comprises a number of sub- dimensions that explains the primary dimensions. The primary dimensions' levels are made up of at least three primary dimensions namely; interaction quality (IQ), Environment quality (EQ) and outcome quality (OQ). Numerous studies (Assaker, 2020; Bakar et al., 2017; Brochado et al., 2015; Clemes et al., 2018, 2020; Dabestani et al., 2016; Dandis et al., 2022; Ekaabi et al., 2020; Hossain et al., 2021; Nunkoo et al., 2017; Rauch et al., 2015; Wu & Ko, 2013) have supported hierarchical model in conceptualizing service quality and have confirmed the three primary dimensions of service quality, with varying multi- sub-dimensions in hospitality and tourism industry. This study adopted the aforementioned three primary dimensions; Interaction quality (IQ), physical environment quality and outcome quality (OQ).

### Emotional Satisfaction

Previous research suggests that customer's satisfaction levels are determined by cognitive and affective emotional dimension (Ladhari et al., 2017). The cognitive factors refer to the service quality evaluation whereas affective or emotional factor indicates customer emotional satisfaction

derived from the service provision (Rahman et al., 2019). However, previous research has paid much focus on Expectancy- disconfirmation theory in assessing customer satisfaction (Wang et al., 2023). This model is built on cognitive confirmation or disconfirmation of service expectations against the service perception, which determines satisfaction. However, according to (Alsaggaf & Althonayan, 2018) a focus on the cognitive of customer satisfaction and less focus on the affective or emotional component could lead to insufficient conceptualization of customer satisfaction. In this regard, Han et al., (2016) has posited emotions as an important component in customer satisfaction and should therefore should be included as a component in assessing customer satisfaction. The relationship between service quality and emotional satisfaction is based on the evaluative –response-coping framework as proposed by Bagozzi, (1992). According to this framework, cognitive evaluation precedes customer emotional satisfaction.

Relationship of service quality with consumption emotions has utilized restaurants context (Jeong, 2013)), or are focussed on spa resorts, but research specifically examining emotions in the hotel-context such as game lodges remains scarce (Serra-Cantallops, Cardona and Salvi, 2020)). This study posits that affective (emotional) and cognitive responses are significant predictors of tourist behaviour intention in a lodging industry in Kenya. Previous research has established that cognitive models are limited in ability to make conclusions on service encounter assessment (Dong & Siu, 2013)). Hence, service quality evaluation is viewed from both cognitive and emotional perspective (Han and Jeong, 2013). It is therefore crucial that the lodging industry investors comprehend various tourist markets service expectations in order to create memorable experiences and as result create customer loyalty and sustainable business (Jiang *et al.,* 2018). Based on the literature reviewed the following hypothesis is proposed

H1: There is relationship between service quality and emotional satisfaction among tourists patronising game lodges

## 3.0 METHODOLOGY

Data was collected from tourists visiting Masai Mara national reserve and its conservancies. This study focused on game lodges in Masai Mara Ecosystem in Kenya which has been recognized as a unique ecosystem (Nampushi & Nankaya, 2020; Pedroso & Biu Kung'u, 2019). In addition, the choice of Masai Mara ecosystem was based on tourist popularity (Government of Kenya, 2022) attributed to the fact that Masai Mara National Reserve (MMNR) is one of the Kenya's leading wildlife reserve owing to its spectacular wild beast migration abundance of variety of large wildlife that include the big five, and availability of high standard lodging facilities (Haggai, Muniu and Njuguna, 2021).

Tourists who resided in the star rated game lodges in Masai Mara national reserve and its conservancies between November 2021 and August 2022 were considered as the total population of this study. Sample frame consisted of tourists who stayed in 28 star rated game lodges. The Proportionate stratified sampling was used to get the sample of respondents in each of the game lodges. Respondents from each lodge were selected through systematic random sampling. Every third customer who checked in was selected for data collection.

The measurement items were derived and modified from the existing literature. A structured questionnaire was used with a 5 – point Likert scale with scores ranging from strongly disagree "1" to strongly agree "5" to measure the constructs. A total of 384 questionnaires were distributed,

out of which 320 were received back and after screening for completeness, 312 questionnaires were suitable for analysis. This represented a 93% response rate.

Descriptive analysis was employed to profile the respondents while EFA was used to determine the sub-dimensions of service quality. Structural equation model was used to show the relationship between service quality and emotional satisfaction.

## 4.0 FINDINGS

Diagnostic tests were among the preliminary data analysis done on collected data to determine validity of the findings (Bryman and Bell, 2015). In this study, three diagnostic tests were conducted to test for the assumptions of absence of multicollinearity, heteroscedasticity and test of normality. In this study the variance inflation factor, (VIF) and the Tolerance were used to test multicollinearity among the independent variables. Tolerance measures the impact of collinearity among the variables in a regression model and is calculated from $1 - R2$ with a tolerance value close to 1 showing little multicollinearity, while a value close to 0 indicates presence of multicollinearity. VIF values ranged between 1,013 to 1.927 while tolerance values ranged from 0.519 to 0.987. The VIF values were within the range of below 5 and tolerance values were close to 1. The finding therefore shows that there was no evidence of multicollinearity in the data.

To test normality, the value of skewness ranged from -0.125 to -1.933 while kurtosis ranged from -0.902 to 3.682 and these values were within the +/-3 range for all factors. This implied that most of the data was normally distributed. heteroscedasticity was not a problem in the data as the constant variance (Chi-square= 2.001) was insignificant (P = 0.245). Thus, the null hypothesis was not rejected and concluded that the error variance is equal.

## Profile of Study Respondents

The study findings revealed that respondents were drawn from international and domestic tourism markets (Table 1). Domestic tourism comprised the Kenyan residents and constituted 18.9% of the total respondents visiting Masai Mara game lodges. International tourism market on the hand consisted of tourists coming from different world regions namely Europe, America, Africa, Asia and Australia. More than 50% of tourists came from America and Europe regions and constituted 29.8% and 28.5% of the total number of tourists respectively. This was followed by tourists from Asia region that comprised 17% (50) and a small proportion of tourists from Africa and Australia regions consisting of less than 10% of total tourists. The results show that whereas Kenya has relied on the international market and more specifically the USA market, UK, German, Italian and French market, there is a positive indication of patronage of Masai Mara game lodges by Kenyan residents as well as emerging markets such as Indians, Chinese, Polish and Spanish nationals. This is a clear indication that Kenya has made efforts in tourism market diversification as envisaged in vision 2030.

**Table 1: Respondents per Tourism Market**

| Nationality/ Region | Count | Percentage (%) |
|---|---|---|
| Kenya | 59 | 18.9 |
| America | 93 | 29.8% |
| Europe | 88 | 28.5% |
| Asia | 50 | 17.0% |
| Africa | 18 | 5.8% |
| Australia | 4 | 1.3 % |
| **Total** | **312** | **100%** |

The gender of the respondents as shown in Table 2, revealed that majority were males (65.4%) and 34.6% were female.

**Table 2: Social -Demographic Characteristics of Respondents**

| Respondents Characteristics | | Count | Percentage (%) |
|---|---|---|---|
| Gender of the respondents | Male | 204 | 65.4 |
| | Female | 108 | 34.6 |
| Age of the respondent | <24 years | 13 | 4.2 |
| | 25-34 years | 75 | 24.0 |
| | 35-44 years | 74 | 23.7 |
| | 45-54 years | 86 | 27.6 |
| | 55-64 years | 55 | 17.6 |
| | >64 years | 9 | 2.9 |
| Marital Status | Single | 100 | 32.1 |
| | Married | 171 | 54.8 |
| | Other | 41 | 13.1 |
| Highest level of education | Pre-High School | 2 | 0.6 |
| | High School | 11 | 3.5 |
| | Diploma | 12 | 3.8 |
| | Undergraduate | 59 | 18.9 |
| | Postgraduate | 210 | 67.3 |
| | Other | 18 | 5.8 |
| Profession/Occupation | Employed | 193 | 61.9 |
| | Self-Employed | 95 | 30.4 |
| | Student | 14 | 4.5 |
| | Other | 10 | 3.2 |
| Frequency of visit | First Time | 189 | 60.6 |
| | Two-Three times | 99 | 31.7 |
| | Four Times and above | 24 | 7.7 |
| Average length of stay | 1-2 nights | 157 | 50.3 |
| | 3-5 nights | 137 | 43.9 |
| | 6 nights and above | 18 | 5.8 |
| Preferred mode of travel | All-inclusive package | 237 | 76.0 |
| | Independent travel arrangement | 69 | 22.1 |
| | Other | 6 | 1.9 |
| Category of lodges | 1-2 star | 6 | 1.9 |
| | Medium Level (3star) | 17 | 5.4 |
| | Upscale (4 star) | 135 | 43.3 |
| | Luxury (5 star) | 154 | 49.4 |

Analysis of respondents' age group suggests that the age bracket of 45-54 years constituted slightly higher proportion of tourists than other age groups constituting 27.6 % of the total respondents. Majority of the respondents (67.3%) had a postgraduate level of education and 61.9% were employed. On lodges star rating category, it was evident that majority of respondents preferred 5 star or luxury lodges (49.4%) and 4 star or upscale lodges (43. 3%).This results further suggests that, while majority of respondents (60.6%) were visiting Masai Mara game lodges (MMGL) for first time, repeat visits constituting almost 40% were equally integral component of tourists visiting MMGL.

Results of this study indicates that the majority of guests in Masai Mara game lodges stayed for 1-2 days constituting 50% of all the tourists. Equally, a large number of about 44% preferred 3-5 nights and only a small number of less than 10% stayed for more than 6 days. Majority of the respondents (76%) travelled on an All-inclusive travel package (Table 2).

**Exploratory Factor Analysis**

An exploratory factor analysis was used to determine the underlying sub-dimensions of service quality in game lodges. Service quality construct was measured using three sub-scale namely; interaction quality, physical environment quality and outcome quality. Factor analysis with principal component analysis in combination with promax rotation and Kaiser normalization was conducted. The aim was to allow the factors to have some correlation (Hair et al., 2013) hence reducing the number of items representing each category of service quality dimensions and in the end create a new scale of measurement for service quality dimensions (Mohd Matore et al., 2019). Through factor reduction, the large set of 52 items representing service quality dimensions was reduced to 41 items accounting for 63.739 % of the variation in the original items created .As shown in Table 3, the Bartlett's Test of Sphericity (BTS) was significant (Chi-square ($\chi$2) =5388, df=820, p<0.000) satisfying the assumption that the variables involved in the analysis are correlated with each other to the extent that they can potentially be summarized with a smaller set of factors (Fied et al., 2012).

**Table 3: KMO and Bartlett's Test**

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .838 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 5388.349 |
| | df | 820 |
| | Sig. | .000 |

Sampling Adequacy was checked using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and it was found to be 0.838 suggesting good sampling adequacy.

Ten factors whose Eigenvalues exceeded one with a factor loading of more than 0.5 and loaded on only one factor were extracted. These ten dimensions were renamed as social contacts, room experience, and employee interpersonal skills, employee professional skills, dining experience, customer care, accommodation infrastructure, responsiveness, front desk and safety. Table 4 gives a summary of factors loading.

**Table 4: Summary of Service Quality Exploratory Analysis**

| Primary Dimension | Scale | No. of Items | Factor loading range |
|---|---|---|---|
| Interaction quality | Employees interpersonal skills | 5 | 0.840-0.739 |
| | Employees professional skills | 5 | 0.798-0.640 |
| | Customer care | 4 | 0.903-0.558 |
| Outcome quality | Room experience | 6 | 0.826-0.561 |
| | Dining experience | 5 | 0.798-0.640 |
| | Responsiveness | 3 | 0.836-0.743 |
| | Front office experience | 2 | 0.850-0.804 |
| Physical environment quality | Social contacts | 6 | 0.806-0.662 |
| | Accommodation infrastructure | 3 | 0.836-0.743 |
| | Safety | 2 | 0.518-0.518 |

## Analysis of Measurement Model

Confirmatory factor analysis (CFA) was performed using IBM AMOS software to assess the reliability and validity of the measures before using them in the research model (Anderson and Gerbing, 1988). Several model-fit measures were tested to assess the overall goodness of fit and included chi- square and degree of freedom (DF), normed chi square (CMIN/df), Comparative Fit Index (CFI), Standardized Root Mean Square Residue (SRMR), Root Mean Square Error of Approximation (RMSEA) and P of close fit (PClose). CFA for the model (service quality an emotional satisfaction) fit the data adequately since the fit indices were within an acceptable range :(CMIN=2121.574, DF=1204, CMIN/df=1.7, CFI=0.913, SRMR=0.072, RMSEA=0.050 and PClose=0.589).

## Construct Reliability

Construct reliability was assessed by computing the composite reliability and the Cronbach's alpha of the constructs. The Cronbach alphas were all above the 0.6 threshold (outcome quality= 0.725, Interaction quality=0.719, Physical Environment quality= 0.709 and emotional satisfaction= 0.941) as specified for PLS analysis (Hair et al., 2006). Composite reliability of reflective items was all above the acceptable 0.7 threshold (outcome quality= 0.808, Interaction quality=0-747, Physical environment quality= 0.809 and emotional satisfaction= 0.936 which means all the variables in the study exhibited construct reliability as indicated in Table 5

**Table 5: Construct Reliability**

| Construct Items | Composite reliability > 0.7 | Cronbach's alpha > 0.6 |
|---|---|---|
| Outcome quality | 0.808 | 0.725 |
| Interaction quality | 0.747 | 0.719 |
| Physical environment quality | 0.809 | 0.709 |
| Emotional satisfaction | 0.936 | 0.941 |

## Discriminant Validity

(Fornell & Larcker, 1981) discriminant criterion was adopted in this study to measure the correlation matrix or cross correlation between the constructs. According to Fornell and Larcker criterion, discriminant validity is established when the square root of the average variance extracted (AVE) for a construct is greater than its correlation with other constructs. If the top

number (square root of AVE) in any factor column is higher than the numbers (correlation) below it there is discriminant validity.

In correlation matrix as shown in Table 6, the diagonal elements are the square root of AVE of all the latent constructs (i.e outcome quality, Interaction quality, physical environment quality, emotional satisfaction and behavioural intentions). The discriminant validity was assumed if the diagonal elements were higher than other off-diagonal elements in their rows and columns (Compeau, Haggins and Huff., 1999). In this study the square root of AVE of all constructs was higher than correlations below it. Hence discriminant validity was confirmed for the measurement model.

**Table 6: Discriminant Validity**

|  | AVE | Outcome Quality | Interaction Quality | Physical Environmental Quality | Emotional Satisfaction |
|---|---|---|---|---|---|
| Outcome Quality | 0.601 | **0.899** |  |  |  |
| Interaction Quality | 0.702 | 0.508** | **0.864** |  |  |
| Physical Environmental Quality | 0.636 | 0.431** | 0.565** | **0.899** |  |
| Emotional Satisfaction | 0.746 | 0.453** | 0.402** | 0.225* | **0.967** |

† p < 0.100, * p < 0.050, ** p < 0.010, *** p < 0.001

Having tested and established construct reliability and discriminant validity, the next step was to test the relationship between the exogenous and endogenous latent variables through a structural model.

**Structural Equation Modelling and Hypothesis Testing**

The structural model showing the relationship between the service quality and customer emotional satisfaction is indicated in Figure 1. Results of the fit indices were as follows: (CMIN=1809.135, DF=976, CMIN/DF=11.854, CFI= 0.947, SRMR= 0.079, RMSEA= 0.052 and PClose= 0.147). The structural model fit the data adequately since the fit indices were within an acceptable range (CMIN/DF=between 1 and 3, CFI=>0.95, SRMR=<0.08, RMSEA=<0.06, PClose=>0.05)

As Figure 1indicates, outcome quality was the most important dimension of service quality that influence the overall service quality (Beta =0.781, p<0.05), followed by Physical Environmental quality (Beta =0.634, p<0.05) and the least important dimension was Interaction Quality (Beta =0.563, p<0.05).
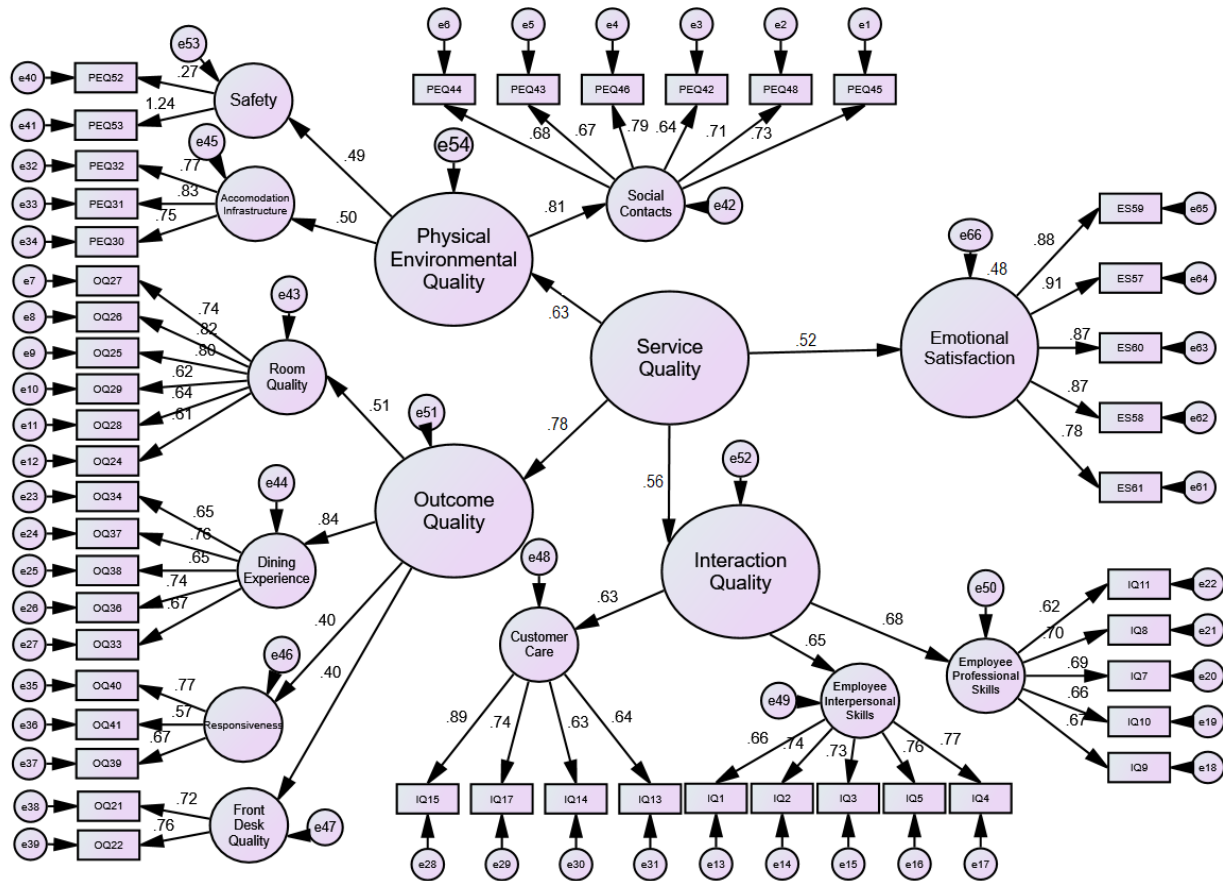
*Figure 1: SEM Model for the Relationship between Service Quality and Emotional Satisfaction*

Further, this study finding shows that there was a positive path coefficient (beta = 0.519) between service quality and emotional satisfaction, as shown in Table 7.

**Table 7: SEM Regression Weights for the Relationship between Service Quality and Emotional**

| Path | | | Unstandardized Estimate | Standardized Estimate (Beta) | S.E. | C.R. | P |
|------|---|---|---|---|---|---|---|
| Service quality | <-- | Emotional satisfaction | 0.681 | .519 | 0.099 | 6.886 | *** |

*** P<0.05

In this regard, the relationship between service quality and emotional satisfaction was significant, since the T value was 6.886 (p<0.05). The results support the hypothesis and conclude that there is a positive and significant relationship between service quality and emotional satisfaction among tourists patronising Masai Mara game lodges. Service quality explained 48% ($R^2$=0.48) of the variance in customer emotional satisfaction among tourists patronising Masai Mara game lodges

## 5.0 DISCUSSION, CONCLUSION AND RECOMMENDATIONS

### Discussion and Conclusion

The visitors' perceived service quality has a positive relationship with their emotional satisfaction. This finding is in line with past studies directed by Mustaffa et al., (2016), Ladhari et al., 2017, Batra & Taneja, (2021) and Rahman et al., (2019) where service quality is found to be a predictor of customer emotional satisfaction. In the lodging industry context, Han et.al., (2021) has reported a strong and significant relationship between service quality and customer emotional satisfaction. Thus, the perceived service quality is identified as the greatest predictor for customer emotional satisfaction in the hospitality and tourism context. The present study offers empirical evidence that emotional satisfaction plays a crucial role in service experiences.

### Theoretical Implications

Results of this study present empirical evidence that emotional satisfaction plays an important role in service experience in game lodges. This represents a significant contribution in existing knowledge on conceptualizing satisfaction in theory and practice of the hospitality industry. The study supports the evaluative response coping framework as proposed by Bagozzi (1992) that cognitive evaluation precedes emotional responses. In the present study $R^2$ value was .48 which was moderate and this implies the existence of other determinants of emotional satisfaction.

### Managerial Implications

Evaluation of service quality in game lodges should include both cognitive and affective or emotional components of service experience. Managers should consider the inclusion of emotional measures when receiving feedback from their guests. This will enhance their ability in predicting favourable behavioural intentions among the customers. Further, the managers should identify and improve on the service quality dimensions that make the most significant contribution to emotional satisfaction. In making such an assessment, the managers should examine the emotional responses based on the key service quality dimensions identified in this study.

### Implications for Future Research

The finding of the present study has several implications for future research. First, this study is location specific to Masai Mara National Reserve and its conservancies that has different culture and geographical location and hence may not be generalized to other tourist regions. Future research could be conducted in other tourist destinations that have different service settings. Second, the role of emotions is crucial in service experience. Emotions experienced by guests may vary according to the type of lodges. The current study was conducted in classified lodges. Future research may explore emotional experiences in unclassified lodges at Masai Mara national reserve.

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