

## **Service Innovation Strategies and Customer Satisfaction from Three-Star Hotels in Aba, Abia State**

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### **Abstract**

*The study investigated the role of service innovation strategies and customer satisfaction of three-star hotels in Abia State. The independent variable was service innovation strategies, while customer satisfaction was the dependent variable. The researchers used the following dimensions for the independent variable: service process innovation, online booking, e-payment, e-word of mouth, and customer loyalty to test the relationship with customer satisfaction. The study adopted the resource advantage theory as the theoretical foundation (RAT). The study employed the use of a survey design, which was the most appropriate in view of the fact that it aligned with the study and allowed for generalisation. Primary data was collected through the use of a questionnaire and analysed using the Statistical Package for Social Sciences (SPSS). The research discovered that the five service innovation strategic dimensions had a significant relationship with customer satisfaction, and recommended that hospitality firms should position their service with the innovation strategies for customer satisfaction.*

**Keywords:** Service, innovation, satisfaction, customer and hotel.

## **Introduction**

The hotel is a subsector in the hospitality industry that is one of the largest spheres in the business sector across the globe. Baker et al (2010) assert that the hotel industry generates over 10 per cent of Gross Domestic Product (GDP) and employs a sizeable number of the populace. The hotel provides temporary accommodation and other ancillary services for people who are away from home, regardless of the period of absence from their homes. The hotel industry renders services that cut across accommodation, restaurant, car service, entertainment, internet services, SPA, etc. The services rendered are determined based on the needs of the customer (Baker et al., 2000). Service innovation strategies border on changes made to the characteristics of service. In the words of Baniyadi et al. (2001), when a company uses new or existing technology to improve its product or service, they are engaging in service innovation. Ali et al. (2021) posit that service innovation is the introduction of a new service or the introduction of an enhancement to an existing one that results in benefits for the organisation that develops it. The innovator should endeavour to introduce its new technology to the industry for visibility and profit. Ginantra et al. (2020) opined that when a business innovates its service, they speed up its service work system by combining previously unrelated service components in novel ways to boost its marketing efforts. The rationale behind this is that customers are dynamic in their quest for cutting-edge solutions to their challenges and would want to key into the most innovative firms with modern technologies for efficient and effective services.

## **Problem Statement**

Service innovations are crucial to the survival of any business in this digital age. The Nigerian hospitality industry is characterised by intense competition and has seen operators of the industry looking for ways to maintain their customers and improve customer satisfaction. The hotel subsector of the hospitality industry is concerned with how service quality would lead to repeat purchase, reduce the number of customer complaints and dissatisfaction due to poor service quality. Prasad (2009) asserts that despite efforts by hospitality to improve its services, there are still challenges in the quality of services rendered to customers, leading to dissatisfaction. The authors decided to research service innovation strategies because it is yet to gain the needed attention it deserves.

## **Objectives of the Study**

The broad objective of the study was to examine the role of service innovation strategies and customer satisfaction of three-star hotels in Abia State, while the micro objectives include:

- i. To examine the relationship between service process innovation and customer satisfaction.
- ii. To evaluate the relationship between online booking innovation and customer satisfaction.
- iii. To examine the relationship between e-payment and customer satisfaction
- iv. To evaluate the relationship between customer loyalty and customer satisfaction.
- v. To examine the relationship between e-word of mouth and customer satisfaction.

## **Research Hypotheses**

The following hypotheses were formulated to guide the researcher. They are stated in null form.

Ho<sub>1</sub>: There is no significant relationship between service process innovation and customer satisfaction.

Ho<sub>2</sub>: There is no significant relationship between online booking innovation and customer satisfaction.

Ho<sub>3</sub>: There is no significant relationship between e-payment and customer satisfaction.

Ho<sub>4</sub>: There is no significant relationship between customer loyalty and customer satisfaction.  
 Ho<sub>5</sub>: There is no significant relationship between e-word of mouth and customer satisfaction.

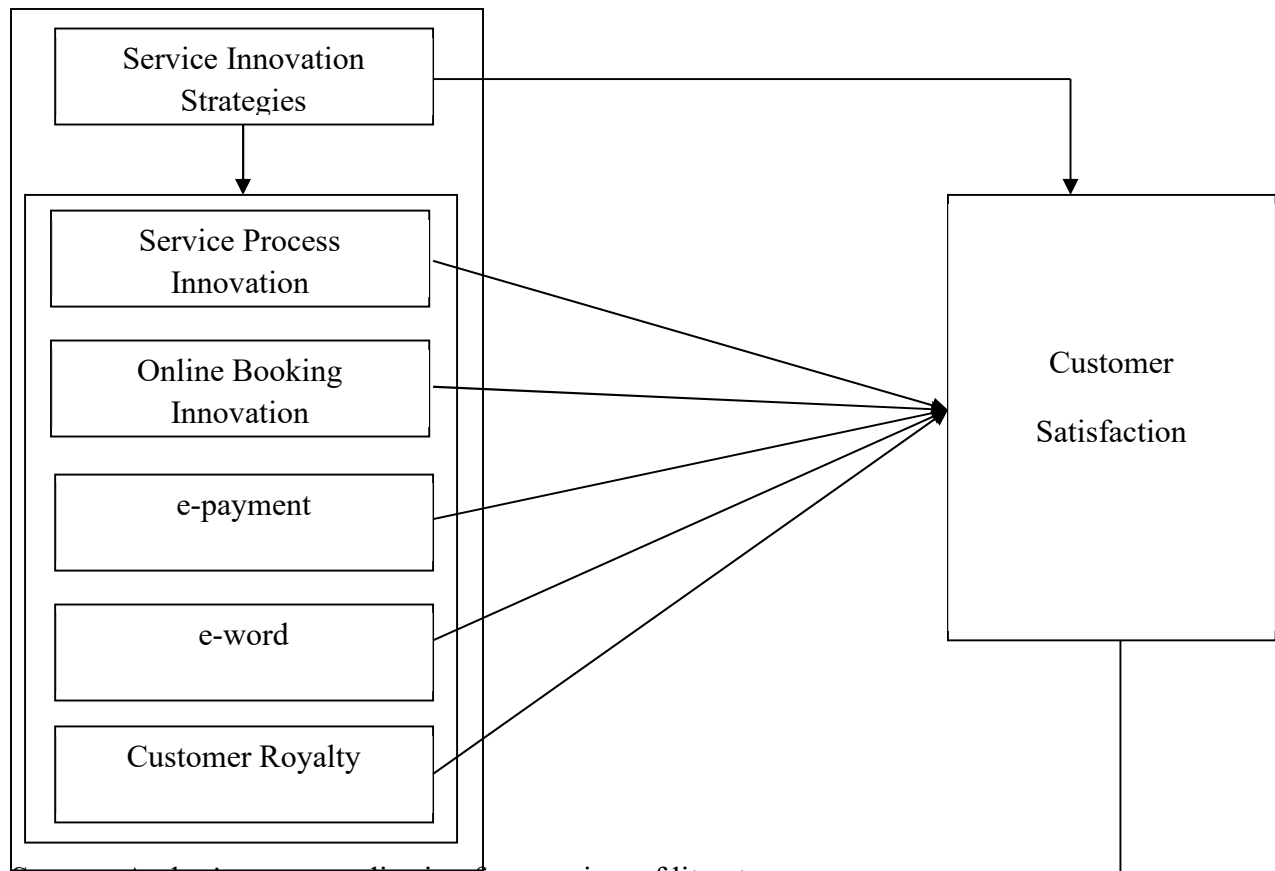
**Theoretical Underpinning**

The resource advantage theory of competition (RATC) was postulated by two American scholars, Robert Morgan and Shelby Hunt, in 1995. According to Belanche et al. (2020) and Muller et al. (2021), resource advantage theory has undergone a name change to become the R-A theory of competition. This is because a firm's resources are most useful when they are enabled to provide customers with a special good or service/value which enhances its efficiency relative to that of its competitors. (Afraz et al., 2021).

According to Aridskov et al. (2021), the central tenet is that a resource is valuable to a firm if it can be used to differentiate the company in the marketplace or provide additional value to customers in a way that improves the company's performance. According to (Kim & Chang, 2011), the theory believes that a company's competitive edge can be found in the possession of crucial resources necessary for its operations in order to develop a valuable offering/product. Arildskov et al. (2021 and Belanche et al. (2020) opine that financial (sales growth) from 2018-2019 and non-financial (customer happiness) indicators were used to evaluate a firm's competitive edge (performance).

This theory will be relevant to those in the service sectors, the hotel industry and will add to the stock of knowledge in the service and hospitality industry

**Figure 1: Conceptual Framework of Service Innovation Strategies And Customer Satisfaction of Three-Star Hotels in Abia State**



Source: Author's conceptualisation from review of literature

### **Service Innovation Strategies**

Changes made to characteristics of a service are what service innovators typically focus on (Baniyadi et al., 2021). The concept of service innovation entails changes that occur in the industry. Baniyadi et al. (2021) assert that when a company uses new or existing technology to improve its product or service, they are engaging in service innovations. Ali et al (2012) believe that service innovation is the introduction of a new service or the introduction of an enhanced technology to an existing one, which benefits the organisations that developed the technology. When a business innovates its services, they speed up its service work system by combining previously unrelated service components in various ways.

Customers' views on the impact of e-service innovation techniques on their actions have been studied. Taghizadeh et al. (2016) opined that businesses need to determine which industry or technology will help them give value to customers and gain a competitive edge. With customers' evolving expectations and the over-shifting nature of the hospitality industry's commercial climate, hotels are increasingly turning to service innovations (Usman et al., 2021). Kandampuny et al. (2016) aver that the hotel industry is shifting its focus from products to services, making it critical for businesses to innovate their service offering. Divers' customer-oriented systems have received global competitive attention in the hotel industry. From the pool of knowledge gathered from various scholars, the authors define service innovation as the further enhancement of existing technology/creation of new technology for the optimum satisfaction of customers and enhanced revenue to the firm.

### **Service Process Innovation**

In the words of Den (2010), service process innovation is tied to how an organisation manages its service employees to deliver services to its customers. It may be seen as harmonising service professionals seamlessly for operational efficiency.

Oriova (2016) assert that in the service process, innovation can include updates to hardware procedures, and software that facilitate procurement and inventory management, sales and inventory management accounting and customer service. Technology advancement has made it less cumbersome for the hotel industry to know their guests' needs because it can be done via the internet from the comfort of the guest, even before arrival. When there is an effective procedural system, a customer will receive seamless information from all concerned staff.

### **Online Booking Innovation**

Kelvin (2012) defined online booking innovation as a web portal application that allows consumers of transport companies to reserve a seat in a specific bus or taxi company at any time and from any location. The airline industry championed the concept and operation of online booking, which was later used by transport companies and is now being used by hotels. Exponential technological advancement in online booking provides proof of entitlement to utilise entertainment venues, public transport and online services to its holders. An e-ticket can be obtained directly from the portal of a vendor. Online booking is making a reservation or appointment for a service through the internet; the reason for e-booking is customer satisfaction. Online booking innovations relieve the customers of the stress of going to book and coming back for the reservation. Online booking innovations make the system more appealing to clients.

Some of the benefits of online booking include:

### **Electronic Payment Security**

It is pertinent for customer to ensure that their online payment platforms are secured before making a payment. In their study, Szymanski & Hise (2000) assert that seventy-five per cent of internet customers prioritise safe credit card transactions when making a purchase. Security here refers to a website's ability to prevent the leakage of customers' personal details linked to debit/credit cards or other e-payment platforms. According to Vasic et al. (2018), the concept of safety has several facets: the first concerns the security of personal information and financial transactions, while the second concerns customer vitality. In making an e-purchase, the customer's e-payment security is the degree to which customers believe their personal information will not be misused, stolen or disclosed to third parties during online transactions (Kim et al., 2011).

In the words of Yang & Jun (2008), customers' aversion to making online purchases stems from apprehensions about the safety of doing so; they also assert that customer trust in online payment systems is affected by their impressions of system safety. Upon a guest making payment, the receptionist will confirm the payment via the channel, and an SMS or e-mail will be sent to the customer confirming the payment and making a reservation for the customer.

### **Customer Satisfaction**

Many scholars have defined customer satisfaction in various ways. Most definitions are not far-fetched from how customers feel, act, or react after using a product/service compared to their expectations. According to Taghizadeh et al. (2016), customer satisfaction can be determined by contrasting the expected and actual outcomes of a transaction, as well as the value received and cost incurred. Customer satisfaction is not only the benefits derived from the offering, but satisfied customers will be loyal to the company's offering, and make referrals that will lead to more revenue for the firm.

Tsai & Hsu (2014) opined that customer happiness is the result of a comparison between a customer's anticipation before making a purchase and their experience once they begin using the product. Customers usually analyse the quality of service rendered, their expectations, and the previous service rendered. Syahsudarmi (2022) is of the view that one level of pleasure is determined by how well actual outcomes match up to one's ideal outcome. Kotter & Armstrong (2018) think that keeping customers happy is crucial to a business success, while Yeh et al. (2019) are of the view that satisfied customers rate the quality of goods and services provided as above or below their expectations.

One of the challenges that managers are facing in the hotel industry is customer satisfaction. Singh & Khan (2012) assert that businesses need to go above customer satisfaction if they want to ensure their loyalty.

### **Customer Loyalty**

Customer loyalty is very important in the hotel industry, based on the fact that once a customer is loyal, he/she will repurchase and refer other customers to the firm. Customer loyalty in the service industry has been studied by scholars to know its causes and effects on businesses (Heskett & Sassev, 2010). It is pertinent to note that keeping existing customers is ten times cheaper than looking for new customers. Customers who purchase from you again or who speak highly of your business online are said to exhibit customer loyalty (Kumar & Advani, 2012). Speaking positively could be said to be a process of keeping guests satisfied and later making them loyal. Geronikolas (2012) opined that guests are most likely to leave a hotel because of any of its untrained and perceived rude staff, dirty hotel room or restaurant, guests' desire to experience new places (need

for change), or high prices or poor value. Wu & Zu (2015) are interested in the importance of customer focus in businesses like tourism and service.

### **Electronic Word of Mouth (e-WOM)**

E-word has become popular to promote businesses in view of the adoption of the internet. Suwandee et al. (2020) defined e-WOM as any positive or negative statement made by potential, actual or former customers about a product or company which is made available to a multitude of people and institutions via the internet. Litvin et al. (2008) see e-WOM as any informal interaction directed at customers through internet-based technologies connected to the consumption or attributes of specific goods by the sellers. E-WOM is a fast means of disseminating positive information about goods and services to the target audience.

### **Methodology**

#### **Research Design**

The research employed the use of survey design. The survey method allows for generalisation of findings and is also descriptive in nature, which suits the purpose of the study. The researchers adopted the use of a structured questionnaire designed on a 5-point Likert scale to measure the response to the effect of service innovation strategies on customer satisfaction.

#### **Population of The Study**

The population of this study was the customers of the selected three-star hotels in Aba, Abia State. The reason for selecting the customers is that, by virtue of their position, they would be able to supply the required information for this study. (See Appendix A for a list of three-star hotels in Aba, Abia State).

#### **Sample Size Determination**

Since the population is unknown, the researcher did a pilot survey by distributing 100 questionnaires to guests, including civil servants, businessmen, women, and so on. Of the 100 questionnaires distributed, 89 of the customers responded, while 11 did not return the questionnaire. However, the researchers decided to adopt Topman's formula (infinite population formula) in order to arrive at the actual sample size. The formula is stated below:

$$n = \frac{Z^2 x p x q}{e^2}$$

Where;

n = sample size

Z = Standard normal deviation given at a corresponding confidence level (at 90%). Confidence level is 1.65.

P = assumed percentage of success rate (89/100 = 0.9)

q = 9(1-p) or percentage of failure rate (11/100 = 0.1)

e = % of level of significance (0.05)

$$n = \frac{Z^2 x p x q}{e^2}$$

$$n = \frac{1.65^2 x 0.9 x 0.1}{0.05^2}$$

$$n = \frac{2.71 x 0.92 x 0.08}{0.0025}$$

$$n = \frac{0.2448}{0.0025}$$

$$n = 97.22$$

$$n = 98$$

Sample size n = 98 people

### **Research Instrument**

The research adopted a well-structured multiple-choice questionnaire instrument designed with an 18-question construct that covers all the variables of interest.

### **Source of Data Collection**

The primary source of data collection was used. However, the questionnaire was the only source of data collection adopted by the researchers.

### **Validity and Reliability**

To ensure content validity of the research instrument, a test-retest survey was conducted on the respondents in the chosen hotels in Abia State over a week's interval to test the consistency of the research instrument for the five items, each containing three questions structured on a five-point Likert scale.

The Cronbach Alpha is a coefficient of reliability used to measure the internal consistency of a research questionnaire. Cronbach's Alpha reliability coefficient normally ranges between 0 & 1, with a high value indicating higher reliability among the indicators (Hair et al, 2007). This is to say that the closer Cronbach's Alpha coefficient is close to 1.0, the greater the internal consistency of the items in the scale. All items in the questionnaire have good reliability.

### **Reliability Analysis:**

#### **Reliability Statistics**

Cronbach's Alpha	N of items
.885	18

A Cronbach's alpha coefficient of 0.885 was obtained, which showed that the instrument is reliable.

### **Scaling of Instruments**

The researchers used a Likert scale of 5-point measurement. The measures used include Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A) and Strongly Agree (SA).

### **Sampling Techniques**

The sampling technique adopted for the study was simple random sampling, which ensured that everyone had an equal chance of being selected.

### **Test of Hypotheses**

In testing the hypotheses, the SPSS multiple regression analysis was applied. SPSS version 22 was applied using the model specified below.

**Decision Rule:** We reject the null hypotheses where the SPSS P-values were less than alpha (0.05) and accept the alternative hypotheses. When it tends towards 1, it is a perfect relationship. Between 0.7 and 0.9, it is a strong relationship. Between 0.1 and 0.3, it is a weak relationship; between 0.4 and 0.6, it is a moderate relationship. When it is 1,0, it is a perfect positive relationship.

**Operational Measure of Variable**

To operationalise the relationship between the dependent and independent variables, the researchers adopted a simple model specification method that shows the various components of the independent variable being tested. In the study, the dependent variable (customer satisfaction) is measured against five independent variables: service process innovation, online booking innovation, e-payment, e-Wom & customer loyalty. Therefore, customer satisfaction depends on service innovation strategies. Customer satisfaction depends on service process innovation strategies, dimensions, which are service process innovations, online booking, e-payment and customer loyalty. This is presented in the model, thus:

Customer retention = F (Tangibility, reliability, responsiveness, assurance and empathy)

Multiple regression analysis is used to analyse the data generated.

$$Y = a+b_1+X_1+b_2+X_2+b_3+X_3+b_4+X_4+b_5+X_5+\Sigma$$

Y = Customer retention

a = constant

b<sub>1</sub>-b<sub>5</sub>, coefficient of X<sub>n</sub>, which represents the estimate of the effect of X<sub>n</sub> on customer satisfaction.

X<sub>1</sub> = service process innovation

X<sub>2</sub> = online booking

X<sub>3</sub> = e-payment

X<sub>4</sub> e-WOM

X<sub>5</sub> = customer royalty

**Table 1**

Category	Responses	Response Rate Frequency	Percentage
Age Bracket	18-30 years	20	22.5
	31-40 years	29	32.6
	41-50 years	26	29.2
	Above 51 years	14	15.7
	<b>Total</b>	<b>89</b>	<b>100</b>
Gender	Male	56	62.9
	Female	36	37.1
	<b>Total</b>	<b>89</b>	<b>100</b>
Marital Status	Married	47	52.8
	Single	33	37.1
	Divorced	4	4.5
	Widow	5	5.6
	<b>Total</b>	<b>89</b>	<b>100</b>
Educational Attainment	SSCE	18	20.2
	OND/NCE	17	19.2
	B.Sc/HND/B.Ed.	47	52.8
	POSTGRADUATE	7	7.9
	<b>Total</b>	<b>89</b>	<b>100</b>
Occupation	Student	12	13.5
	Civil Servant	41	46.1
	Private Sector	20	22.5
	Employee	16	18.0

	Self Employed	<b>89</b>	<b>100</b>
	<b>Total</b>		
Duration of Patronage	Less than one year	23	25.8
	1-4 years	34	38.2
	5-9 years	27	30.3
	Above 10 years	5	5.6
		<b>89</b>	<b>100</b>

**Source: Field Survey 2024**

Table 1 is a summary of the distribution of respondents into their various age brackets, gender distribution, marital status, academic qualifications and levels of service and grade levels.

**Age Distribution:** 20 respondents (22.5%) are within the age bracket of 18-30 years of age; 29 respondents (32.6%) are within the age bracket of 31-40 years of age, 26 respondents (29.2%) are within the age bracket of 41-50 years, and the remaining 14 respondents are 51 years and above. This implies a bulk of customers of hotels are people within the age bracket of 31-40 years.

**Gender Distribution:** Indicates that 56 respondents (62.9%) are males, while 36 respondents (37.1%) are females. This indicates that males visit hotels more than females.

**Marital Status Distribution:** Indicates that 47 respondents (52.8%) are singles, 33 respondents (37.1%) are married, 4 respondents (4.5%) are divorced, and 5 respondents (5.6%) are widowed. This implies that married people visit hotels more than singles, divorced and widowed.

**Educational Attainment Distribution:** Indicates that 18 respondents (20.2%) have only their SSCE, 17 respondents (19.2%) have only their OND/NCE, 47 respondents (52.8%) have their B.Sc/HND, while 7 respondents (7.9%) have had their postgraduate education. This indicates that most customers who visit hotels are graduates.

**Occupation:** 12 respondents (13.5%) indicated that they are students, 41 respondents (46.1%) indicated that they are civil servants, 20 respondents (22.5%) indicated that they are employed by the private sector, while 16 respondents (18.0%) indicated that they are self-employed. This indicates that most hotel customers are mostly civil servants and those that employed in the private sector.

**Duration of Patronage:** 23 respondents (25.8%) have patronised the hotel in less than one year, 24 respondents (38.2%) have patronised the hotel between 1 year and 4 years, 27 respondents (30.3%) have patronised the hotel between 5-9 years, while 5 respondents (5.6%) have patronized a hotel for more than 10 years. This indicates that most sampled customers have patronised a hotel between 1 and 4 years.

### Summary of Statistics

The summary statistics for all the variables considered in the study are shown in Table 2. From Table 2, and based on a five-point Likert scale, the respondents tend to agree on the average that the variables considered in the study help in customer satisfaction, given that the average response for each variable is above 3.5.

**Table 2**  
**Descriptive Statistics**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Service Process Innovation	89	3.9943	.54965
Online Booking	89	3.6954	.58334
e-payment	89	3.8736	.66028
e-WOM	89	3.8851	.63844
Customer Loyalty	89	3.8736	.52548
Customer Satisfaction	89	4.2069	.58848
Valid N (listwise)	89		

**2.1 Model Estimation**

The result of the multiple regression model on customer satisfaction (CS) on service process innovation (SPI), online booking (OB), e-payment (EP), e-Wom (EW), and customer loyalty (CL) is shown in Table 3.

In view of the table, the multiple regression model is given as:  
 $CS = 26 + 1.14SPI + 0.86OB + 1.344EP + 0.72EW + 0.56CS$

**Table 3**

<b>Model</b>	<b>Unstandardized coefficients</b>		<b>Standardized</b>	<b>+</b>	<b>Sig.</b>
	<b>B</b>	<b>Std.Error</b>	<b>coefficient</b>		
(Constant)	2.600	.756		3.44	.003
Service Process Innovation	1.14	.153	1.03	7.45	.000
Online Booking	0.86	.158	.851	5.44	.001
e-payment	1.34	.141	1.31	9.50	.000
e-WOM	0.72	.170	.713	4.24	.009
customer Loyalty	0.56	.176	.542	3.18	.006

From model 2.1, a unit increase in service process innovation (SPI) will bring a corresponding 1.14 unit increase in customer satisfaction (CS), when other independent variables are held constant. A unit increase in only booking (OB) will also bring a corresponding 0.86 unit increase in customer satisfaction (CS) when other independent variables are held constant. Customer satisfaction (CS) is increased by 1.34 units with a unit increase in e-payment (EP) when other variables are held constant. A unit increase in e-WOM (EW) will bring a corresponding 0.72 unit increase in customer satisfaction (CS) when other variables are held constant. Lastly, a unit increase in customer loyalty will bring a corresponding 0.56 increase in customer satisfaction (CS) when other variables are held constant.

**Test of Hypotheses**

The hypothesis that there is no significant relationship between service process innovation and customer satisfaction is rejected at 5% level of significance, given that the probability of obtaining the t-statistic is 0.00, which is less than 0.05. Thus, we conclude that there is a significant relationship between SPI and customer satisfaction.

The hypothesis that there is no significant relationship between online booking and customer satisfaction is rejected at 5% level of significance, given that the probability of obtaining the t-statistic for the partial regression coefficient for OB is 0.001, which is less than 0.05; thus, we conclude that OB has a significant relationship with CS.

The hypothesis that there is no significant relationship between e-payment and customer satisfaction (CS) is rejected at 5% level of significance, given that the probability of obtaining the t-statistic for the partial regression coefficient for EP is 0.00, which is less than 0.05; thus, we conclude that EP has a significant relationship with CS.

The hypothesis that there is no significant relationship between e-WOM (EW) and customer satisfaction (CS) is rejected at 5% level of significance, given that the probability of obtaining the t-statistic for the partial regression coefficient for EW is 0.009, which is less than 0.05. Thus, we conclude that EW has a significant relationship with customer loyalty (CL).

The hypothesis that there is no significant relationship between customer loyalty (CL) and customer satisfaction (CS) is rejected at 5% level of significance given that the probability of obtaining the t-statistic for the partial regression coefficient for CL is 0.006, which is less than 0.05. Thus, we conclude that CL has a significant relationship with CS.

Table 4 is used to test for the joint significance of the regression parameters. The hypothesis that the joint effect of the variables SP1, OB, EP, EW & CS has no significant effect on the dependent variable CS is rejected at 0.05 levels since the p-value for the test is 0.001. hence the joint effect of the selected variable on CS is statistically significant.

**Table 4**

	<b>Model</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
	Regression	8.968	5	1.7936	16.97	0.001
1.	Residual	8.771	83	0.1057		
	Total	17.739	88			

From Table 5, the R-square value for Model 4.1 is 0.806. This R-square value implies that 80.6% of the variations seen in customer satisfaction (CS) are explained by SP1, OB, EP, EW, & CS.

**Table 5**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.898	.806	.789	.56792

**Summary of Findings**

The following key findings were made in the study:

- There is a significant relationship between SPI and customer satisfaction.
- There is a significant relationship between OB and customer satisfaction.
- There is a significant relationship between EP and customer satisfaction
- There is a significant relationship between EW and customer satisfaction
- There is a significant relationship between CS and customer satisfaction

## **Conclusion**

The increasing rate of competition in the hospitality industry calls for strategic rethinking in their service innovation strategies to capture customers effectively and also retain loyalty and repeat purchase. There is a need for the hospitality firms to track the perceptions of customers in service innovation to know the area that needs more improvement. From the findings, all the service innovation dimensions are statistically significant.

## **Recommendations**

1. Hospitality firms that wish to remain relevant in today's competitive market should position their service using the service innovation strategies studied.
2. Hospitality firms should constantly review their customer satisfaction rate by comparing the service innovation dimension or attribute and try to improve in the areas of failure.
3. Government should develop policies that improve the service delivery process and ensure that hospitality firms deliver the promise to their customers.

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## **Appendix A**

### **List of three-star Hotels in Aba:**

- Panyu Hotel and Resort, No. 224/245 Market Road, Aba.
- Ibiza Hotel and Resort, No. 129 Okigwe Road, Aba.
- The Address Hotels and Suites, No. 18 Opobo Road, Ogbor Hill, Aba.
- Luxury City Royal, No. 84B, Aba Owerri Road, Aba.
- Crest Hotel Ltd, Owerri Road, Aba.
- Agburuike Hotels, No. 10 off 34 Okpulo Avenue, New Umuahia Road, Ogbor Hill, Aba.

**Source:** Aba Chamber of Commerce, Mines and Agriculture, GAZETTE 2024