COMPLAINT MANAGEMENT PROCEDURE AND CUSTOMER PATRONAGE IN SELECTED TOURISM SITES IN IMO STATE, NIGERIA

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Abstract
The study examined complaint management procedure and customer revisit intension/patronage in selected tourism sites in Imo State. The research problem is that the empirical studies accessed by the researchers in the area of complaint management did not handle the relationships which this present study assesses. The study was therefore conducted to examine how attentively listening to customer complaints influences customer revisit intention; assess the relationship between identification of type of complaint-customer and customer revisit intention; investigate how quick response to customer complaints affects customer patronage; and determine how logging complaint in database influences customer patronage. The study adopted the survey research design. Data were obtained from both primary and secondary sources. The purposive sampling technique was adopted in the study. The Cronbach Alpha statistic was used to obtain a value of 0.77 as the instrument reliability ratio. Data analysis was committed to descriptive statistics and correlation analysis techniques. The results showed that attentively listening to customer complaints influenced customer revisit intention; identification of type of complaint-customer improved customer revisit intention; quick response to customer complaints enhanced customer patronage and logging complaint in database influenced customer patronage in Imo State. It was concluded that effective complaint management procedure beefed customer revisit intention/patronage in tourism sites in Imo State. The study recommends that management should always listen attentively and professionally to customer complaints and complained-customers should be identified for better management. Also, quick response should be given to customer complaints and complaints should always be logged in database so as to sustain and even increase customer revisit intention/patronage.
Keyword*: Complaint management procedure, customer patronage, tourism.*

Introduction

Any tourism-based organization that seeks to encourage its customers to always have revisit intention while increasing their patronage may not toy with customer complaint management procedure. A customer complaint emphasizes a problem that might be related to an organization's product, employees or internal processes, and

by hearing these problems directly from customers, an organization can investigate and improve to avoid additional complaints in the future (Webinar, 2021).

Gregory (2023) opines that customer complaints are often a sign that there is a disconnect between what customers expected and what was delivered. The steps for handling customer complaints are: digging deeper by asking the right questions, identifying the type of customer one is dealing with; responding to the customer quickly; presenting a solution and verifying that the problem is solved; logging the complaint so that records can be tracked.

This study focuses on attentive listening to customer complaints, identification of type of complaint-customer, quick response to customer complaints and logging complaint in database. Attentive listening to customer complaints could be a very essential step in complaint management procedure. Bernazzani (2021) maintains that listening to customers is not just hearing about their problems. It is about connecting with them. It involves paying close attention to their needs and understanding how the organization can help them to achieve their goals. The best service reps are excellent listeners. They can recall relevant details that were mentioned earlier in the case and are consistently in-tune with the customer's emotions. This saves customers from having to repeat information which adds friction to the service experience. And it helps to reduce customer churn, improve customer loyalty, increase customer retention, identify opportunities to upsell and cross-sell,and to create delightful customer interactions. How to listen to customers include: let the customer speak; stay humble and patient; wengage with customers on their preferred channels; consider the body language; practice active listening and focus on the person as well as problem (Bernazzani, 2021). Macdonald (2023) opines thus: always listen to the customers. They have complained for a reason and it is important to understand why they are complaining.

The identification of type of complaint-customer is also very critical in complaint management procedures. Brown (2020) identifies various types of customers one may encounter. They include the meek customer, the aggressive customer, the high-roller customer, the rip-off customer, and the chronic-complainer. The meek customer likely withholds complaints, even if they are happy. To get their feedback, one will need to actively solicit their input. The dangers of not doing so include forever losing this customer without knowing why. The aggressive customer will readily complain in an outgoing manner. It is a good idea to practice active listening with this type of individual and explain how and when one proposes to solve their problem. Also, the high roller customer expects nothing but the best and is willing to pay more for it. This type of individual is likely to offer complaints in a reasonable fashion and, like the aggressive type, tends to be concerned with how a problem can be solved rather than why it happened. The rip-off customer looks to 'win' something that they are not entitled to. There are also chronic complainers and they

are never satisfied. As frustrating as this type of persons can be, they are still the organization's customers and should be treated with dignity and respect.

As it relates to quick response to customer complaints, Didi (2023) lists them as follows: apologize and acknowledge the issue, provide a quick response time, offer a solution to the problem, empathize with the customer and follow up with the customer. Alice (2022) opines thus: understand which channel the customer complaint was received; quickly figure out how angry or frustrated the customer is; aim to respond quickly; acknowledge the complaint; investigate the customer complaint; come up with solutions quickly; quickly craft response, quickly check response and quickly follow up.

Logging complaint in database is yet another customer complaint management procedure. Kishan (2021) opines that a customer complaint-log records all of the post complaints made by the external and internal regarding any incidents which have to do with organization's success. Maintaining a complaint log is important for an organization that wishes to learn from its mistakes and refrain from reinventing the wheel each time it encounters a known (but forgotten) incident.

Complaint management procedure may have the capacity to influence customer revisit intention and customer patronage in tourism sites. Customer revisit intention is an attitude formed by the customer toward the service provider based on the experience of service. This attitude can be a steady dislike or like of the service. It is linked to the consumer's intention to re-patronize the service. Also, customer patronage is the act of repeat buying by consumer or customer. Consumers patronize organizations' products/services at one time or the other based on its service quality or perceived service qualities (Adiele, Miabaka and Ezirim, 2015). People patronize organizations' products/services at one time or the other. Patronage boosts increase in sales volume which directly influences corporate performance indicators. This study on complaint management procedures and customer revisit/patronage in selected tourism sites in Imo State is geared towards investigating how management handles complaints for effective and sustainable customer patronage.

Every organization may seem to desire proper management of its complaint procedures. And this is the ideal situation. It is however worrisome that many organizations still find it difficult to handle complaint management procedure effectively and such may have adversely influenced customer revisit intention/patronage especially in tourism sites in Imo State. This is obviously not to the best interest of the tourism sites in the State.

Indeed, the researcher has observed many research gaps in the empirical studies she has accessed. In fact, empirical studies accessed by the researcher in the area of complaint management procedures did not show how listening attentively to customer complaints influenced customer revisit intention neither did they examine

the relationship between identification of type of complaint-customer and customer revisit intention. The studies did not show how quick response to customer complaints affected customer patronage and how logging complaint in database influenced customer patronage. For example, Ewanlen (2022) did a study on exploring the factors that influence customers' intention to revisit restaurants in Yenegoa Metropolis. Also, Almotairi (2021) assessed "customer patronage intentions and moderating effect of customer mood on retailscape elements and customer joy: a study of Grocery Retail Stores in Riyah. The studies did not cover the relationships examined in this present study. This shows that a very wide research gap exists. This research gap is the major problem of the study. The factors that are perceived to have led to the problem of this study include possible poor attitudes of researchers to conduct of tourism-based research, poor funding of research activities in Nigeria and inability of relevant authorities to motivate researchers with creation of conducive research environment in Nigeria.

The objectives are to examine how attentively listening to customer complaints influences customer revisit intention; to assess the relationship between identification of type of complaint-customer and customer revisit intention; and to determine how logging complaint in database influences customer patronage.

Based on the objectives of the study, the researcher developed the following research questions:

How does attentively listening to customer complaints influence customer revisit intention? What is the relationship between identification of type of complaint-customer and customer revisit intention? How does quick response to customer complaints affect customer patronage? How does logging complaint in database influence customer patronage?

Hypotheses

Based on the research questions, the researcher developed the following hypotheses:

H_{01}: There is no significant relationship between attentively listening to customer complaints and customer revisit intention.

H_{02}: Identification of type of complaint-customer does not significantly affect customer revisit intention.

H_{03}: There is no significant relationship between quick response to customer complaints and customer patronage.

H_{04}: Logging complaint in database does not significantly influence customer patronage.

The study concentrates on selected tourism sites in Imo State which is the geographical scope of the study. The unit scope comprises of the functional units in the organizations. The content scope includes the relationship between: attentively

listening to customer complaints and customer revisit intention; identification of type of complaint-customer and customer revisit intention quick response to customer complaints and customer patronage; logging complaint in database and customer patronage.

Review of Related Literature

Conceptual Literature

The researcher reviewed various concepts in the study as follows:

Attentively Listening to Customer Complaints

It is always important to listen attentively to customer complaints. As this requires listening to the customer, showing empathy, apologizing, asking thorough questions, keeping the team in the loop, finding a swift solution, following up and creating a record as shown in mailchimp.com, Barron (2021) opines that to avoid customer defections, it is essential to listen to the customers quite actively and get their feedback analyzed so as to right the wrongs that lead to disloyalty from customers. It is very useful to actively connect to the customers. This is the real meaning of listening to them. It has to do with paying serious attention to the customers' needs while making efforts to understand how their targets can be achieved. Most service representatives demonstrate excellence in listening to their customers. Listening attentively to customers therefore helps not only to avert defections and churns, but to make them more loyal, enhance their retention while identifying opportunities for upselling and cross-selling. It is also a tool for creating delightful interactions with the customers. Baron (2021) asserts further that to listen to the customers, allow the customer to speak; learn to stay with humility and patience; engage the customers on the channels they prefer; be conscious of the body language and listen actively while focusing on the customer as well as the customer's problem.

Macdonald (2023) asserts that with the tool of customer complaint, business owners become armed with the information to assess situations for improvement and for prevention of more complaints even as it relates to the future. Prior to taking necessary actions over complaints, managers and business owners have to investigate if the issue reported had occurred before; whether there is any record of such complaints; whether the complaint frequently comes up, etc. Management however has the role of turning a dissatisfied customer into a customer that is satisfied; an alignment of the response of customer service group and analyzing aspects of the enterprise for improved experiences.

Customer Revisit Intention

When customers revisit, they may eventually get retained by the business or organization. Evanlen (2022) reveals that customer intention to revisit is propelled by quality of service, the quality of physical environment, and the provision of security in an adequate manner. Also, Hardinie, Roedjinandari and Natsir (2023) maintain that the quality of service delivery has great influence on revisit intentions. Pun (2022) is of the view that to achieve revisit intention, customer satisfaction is key. Tan, Goh and Lim (2022) reveal that customer satisfaction, ambiance qualities, facility aesthetic; spatial layout and perceived authenticity as well as price enhanced revisit intention. Indeed, AbdelHamid and Fawzy (2023) reveal that 'assurance' is one of the service quality indices that significantly influence customer satisfaction. Also, word of mouth and satisfaction of customers directly impact on revisit intentions of customers (https://cfdj.journals.ekb.eg).

Identification of Type of Complaint Customer

The identification of type of complaint customer is a major step in any complaint management procedure. Young (2024) reveals that complaint customers may be aggressive, expressive, constructive or passive complainers. The complainer that is aggressive is always one that could be described as an extrovert who exhibits characteristics that depict controlling, decisive and practical tendencies. To manage this class of complainers, always be formal and move straight to the point for business. Make various options available to them so as to give them sense of control. They are quite conscious of emotional displays and they are indeed very uneasy to satisfy.

Another extrovert is the complainer known for being quite expressive. Quite impulsive and very sociable, this group responds to presentation strategies that are enthusiastic. They are always in need of time to express themselves. The expressive ones can adopt even the social media platforms to express themselves over any dissatisfaction (Young, 2024). Be that as it may, passive complainers are introverts who despite their friendliness, are often quite indecisive. They abhore pressure over sales while needing reassurances. They find it difficult to complain to the business but they tend to complain to every other person. This makes them very dangerous. Passive complainers make it difficult for businesses to know, appreciate and correct their errors. They have the capacity to deny the firm potential transactions. In the same vein, there are constructive complainers. They are quite organized; they are critical and such persons could be perfectionists. They only need details, evidences or proofs and behold, they can be won over. Their analytical tendencies and rational conducts make them to be the most useful complainers to an enterprise. They use calmness and details to let the business know their problems. They could be

advantageous in problem identification, fact finding and problem solving as well as avoidance of further unbeneficial issues (Young, 2024).

The foregoing accounts for the reason why Farnsworth, Clark, Wysocki, Kepner and Glasser (2023) identify complaint customers as meek customers, aggressive customers, high-roller customers, rip-off customers and the chronic complainer customers.

Quick Response to Customer Complaints

Birt (2023) opines that it is crucial to write a result-oriented response over customers' complaints as such helps in retaining customers of value while reinforcing a very positive brand image for the enterprise. It pays to respond quickly to customer complaints hence it encourages the retention of customers while reinforcing positive image for the firm; it reduces poor word of mouth about business products while increasing positive word of mouth about customer service. In responding to customer complaints, it is good to not only read the whole complaint and to apologize for inconveniences, it is also wonderful to explain the possible causes of the issue while proposing a solution that is both actionable and full of details. Also, explaining how the organization can enhance the experience of the customer in the near future as well as offering incentives, encouraging responses from customers and replying to any possible follow-up letters and questions are helpful. In all these, it is quite result-oriented to address the complaint customer by his/her name while considering the point of view of the customer and responding very fast (Birt, 2023).

Also, Beltis (2023) reveals that the complaints of customers are often in the forms of angry email and a scathing online review as well as in the form of an awkward in-person encounter. It can also be in the form of a negative tweet or even in the form of a phone call that was never expected.

Customer Patronage

Uzoma, Nurudeen and Okoye (2022) believe that customer patronage depicts the help enterprises gain from their customers. Customer patronage is the act of repeat buying by consumer or customer. Consumers patronize organizations' products/services at one time or the other based on its service quality or perceived service qualities (Adiele, Miabaka and Ezirim, 2015). People patronize organizations' products/services at one time or the other. Patronage boosts increase in sales volume which directly influences corporate performance indicators. Okeke (2023) believes that 'repeat purchases' is a term synonymous to customer patronage but insists that such factors as convenient location, cultural influence, physical environment, price, and service quality are all determinants of customer patronage.

Logging Complaint in Data Base

Tambralli (2021) opines that maintaining a complaint log is important for an organization that desires to learn from its mistakes and refrain from repeating its mistakes each time it encounters a known but forgotten incident. With a customer complaint log, the records of past complaints made by the external and internal persons with regards to any issues in the organization are kept. Logging complaint in database is yet another customer complaint management procedure. Kishan (2021) opines that a customer complaint-log records all of the post complaints made by the external and internal regarding any incidents which have to do with organization's success. Maintaining a complaint log is important for an organization that wishes to learn from its mistakes and refrain from reinventing the wheel each time it encounters a known (but forgotten) incident.

Theoretical Literature

Based on the emphasis on the customer and the strength organizations gain when complaints are prudently managed, the researchers used the following theories to beef up the study:

Michael Porter's Five Forces Model

Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape every industry, and helps determine an industry's weaknesses and strengths. Frequently used to determine corporate strategy, Porter's Model can be applied to any segment of the economy to search for profitability and attractiveness (Uchegbu, 2019).

Porter's Five Forces is a business analysis model that helps to explain why different industries are able to sustain different levels of profitability. The model was originally published in Michael Porter's book, "Competitive Strategy: Techniques for Analyzing Industries and Competitors" in 1980. The model is widely used to analyze the industry structure of a company as well as its corporate strategy. Porter identified five undeniable forces that play a part in shaping every market and industry in the world. The forces are frequently used to measure competition intensity, attractiveness and profitability of an industry or market.

Competition in the Industry: The importance of this force is the number of competitors and their ability to threaten a company. The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company. Suppliers and buyers seek out a company's competition if they are unable to receive a suitable deal. When competitive rivalry is low, a company has greater power to do what it wants to do to achieve higher sales and profits.

- Potential of New Entrants into an Industry
A company's power is also affected by the force of new entrants into its market. The less time and money it costs for a competitor to enter a company's market and be an effective competitor, the more a company's position may be significantly weakened. An industry with strong barriers to entry is an attractive feature for companies that would prefer to operate in a space with fever competitors.

- Power of Suppliers: This force addresses how easily suppliers can drive up the price of goods and services. It is affected by the number of suppliers of key aspects of a good or service, how unique these aspects are, and how much it would cost a company to switch from one supplier to another. The fewer the number of suppliers, and the more a company depends upon a supplier, the more power a supplier holds.

Power of Customers: This specifically deals with the ability customers have to drive prices down. It is affected by how many buyers or customers a company has, how significant each customer is, and how much it would cost a customer to switch from one company to another. The smaller and more powerful a client base, the more power it holds.

- Threat of Substitutes
Competitor substitutes that can be used in place of a company's products or services pose a threat. For example, if customers rely on a company to provide a tool or service that can be substituted with another tool or service or by performing the task manually, and if this substitution is fairly easy and of low cost, a company's power can be weakened.

Understanding Porter's Five Forces and how they apply to an industry, can enable a company adjust its business strategy to better use its resources to generate higher earnings for its investors (Uchegbu, 2019). This theory is quite relevant to this study as some of the elements of the theory like suppliers and competition are covered as variables in this study.

Empirical Review

The researcher used the following empirical studies to boost the study:

AbdelHamid and Fawzy (2023) handled factors which influenced intention of customers to revisit hotels in Saudi Arabia. The survey research design was used in the empirical investigation. It was discovered that 'assurance' impacted significantly on the satisfaction of customers in the hotels. Also, word of mouth and customer satisfaction had a direct and positive effect on revisit intention ofcustomers to the hotels.

Hardinie et al (2023) investigated the issue of increase in intention to revisit as affected by the mediation factor of satisfaction of customers. A quantitative explanatory methodology was used. It was found in the survey research that brand image has no effect on customer revisit intention and satisfaction of customers. Service quality as indicated in assurance and tangibles components have serious impact on customer satisfaction which is very critical in the relationship between brand image and service quality with revisit intention. It was recommended that there is need to improve the quality of services so as to increase customer satisfaction and repeat purchases.

Uzoma et al (2022) examined how positioning of brand could impact on patronage by customers and customer retention in the Access Bank Plc at Lagos. The methodology is survey and data analysis was done with correlation analysis. It was found that a significant positive relationship exists between brand positioning and customer patronage. Also, brand positioning did not significantly influence retention of customers in the bank. It was recommended that the bank needs to communicate on the essential determinant of customer positioning like delivery, differentiation and relevance.

Evanlen (2022) explored the factors which affect intention of customers to revisit the restaurants in the Metropolis of Yenegoa. The study used survey research methodology. The descriptive statistics was used for the analysis. It was observed that the male folk especially middle income earners and self-employed constituted the major customers of restaurants in the Metropolis. It was the quality of food, customer service, quality of the physical environment and security availability that drive the intention of customers to revisit. It was recommended that the government should undertake restaurant operations through NAFDAC and employees need to be trained on customer relations.

Pun (2022) examined the satisfaction of customers, their intention to revisit and issue of word-of-mouth in restaurant enterprise. The study employed the survey research approach. Linear regression statistic was employed in the study. It was found that customer retention was a product of customer satisfaction in restaurant enterprises. Word of mouth is necessary when there is customer dissatisfaction with the services in the restaurant.

Almotairi (2021) assessed "customer patronage intentions and moderating effect of customer mood on retyailscape elements and customer joy: A study of Grocery Retail Stores in Riyah". The study aimed to explore the retailscape components and identify the mediation impact of customer mood between retailscape elements and customer joy evidence from retail stores in Riyah. Both literature and survey were employed to handle the study. Descriptive statistics were used for data analysis. It was found that retailscape elements could influence customer joy and customer

patronage. Also, mood of the customer mediated the relationship between customer joy and retailscape.

Gap Identified in Literature

Based on the empirical studies accessed by the researchers, there are no empirical studies on the link between attentively listening to customer complaints and customer revisit intention; identification of type of complaint-customer and customer revisit intention quick response to customer complaints and customer patronage; logging complaint in database and customer patronage. This study fills this enormous research gap.

Methodology

The study adopts the survey research design. The questionnaire is the major instrument for data collection. The population of the study consists of the staff of 10 randomly selected tourism sites in Imo State. The total population of the study is 800. The Taro Yame's formula was adopted to obtain a sample size of 266. The data sources consist of primary and secondary sources; the primary sources are the survey tools (questionnaire and observations) while the secondary sources include journals, texts and other materials. Validity of the questionnaire was done by showing the instrument to the supervisors and to other experts for their corrections and inputs (face validity). It was also ensured that all the items in the questionnaire were strictly based on the research questions (content validity). The reliability was conducted by way of carrying out a pilot study and subjecting the outcomes of the pilot study to Cronbach Alpha Statistic.

Hence, a reliability ratio of 0.77 (77%) was obtained. Data analysis was committed to descriptive statistics of mean, percentages and standard deviation. Correlation analytical technique was used to test hypotheses.

The decision rule: The rejection of the null hypothesis was based on the P-Value as the null hypothesis is rejected if P-value < 0.05.

Questionnaire Analysis

Out of the 266 copies of the questionnaire distributed, only 250 copies were properly filled and returned. The return rate was 94%.

Research Question 1:

How does attentively listening to customer complaints influence customer revisit intention?

Table 1: Respondents' responses on the relationship between attentively listening to customer complaints and customer revisit intention

Q/No	Item	SA	A	UN	D	SD	N	Mean	Std. Dev.
1	Listening attentively to customer complaints improves customer revisit intention.	120	72	30	23	5	250	4.12	0.771
2	Organizations that listen attentively to customer complaints achieve customer retention and greater patronage.	107	81	25	18	19	250	3.96	1.332

Field Survey (2023)

The table 1 above presents data from responses by the respondents under study. The result also disclosed a strong agreement by the respondents on their opinion on the relationship between attentively listening to customer complaints and customer revisit intention. The results further shows that the respondents agreed to the facts that: Listening attentively to customer complaints improves customer revisit intention with a $\bar{\bar{x}} \pm \text{S.D}$ of 4.12 ± 0.771; Organizations that listen attentively to customer complaints achieve customer retention and greater patronage (with a $\bar{\bar{x}} \pm \text{S.D}$ of 3.96 ± 1.332).

Research Question 2:

What is the relationship between identification of type of complaint-customer and customer revisit intention?

Table 2: Respondents' responses on the relationship between identification of type of complaint-customer and customer revisit intention

Q/No.	Item	SA	A	UN	D	SD	N	Mean	Std. Dev.
3	It is important to understand the nature and type of complaint-customer to increase customer revisit rates.	131	90	16	7	6	250	4.33	0.952
4	Increased customer revisit rates gives room for more sustainable patronage in the future.	128	78	20	11	13	250	4.19	0.965

Field Survey (2023)

The Table 2 above presents data from responses by respondents on the relationship between identification of type of complaint-customer and customer revisit intention. The results show that majority of the respondents affirmed to the statements. There is a high level agreement by the respondents on the opinion that it is important to understand the nature and type of complaint-customer to increase customer revisit rates as the result accounted for a mean of 4.33 and a standard deviation of 0.952. The result has indicated that the majority of the respondents agreed to the item statement that: increased customer revisit rates gives room for more sustainable patronage in the future (with a $\bar{x} \pm$ S. D of 4.19 ± 0.965).

Research Question 3:

How does quick response to customer complaints affect customer patronage?

Report on Research Question 3 is presented on Table 3

Table 3: Respondents' responses on the relationship between quick response to customer complaints and customer patronage

Q/No.	Item	SA	A	UN	D	SD	N	Mean	Std. Dev.
5	Quick response to customer complaints is a key to improved customer patronage.	111	63	42	21	13	388	3.95	1.085
6	Organizations that do not respond quickly to customer complaints risk losing most of their aggrieved customers.	117	71	28	18	16	388	4.02	0.934

Field Survey (2023)

The Table 3 above presents data from responses by the respondents under study. The result also disclosed a good agreement by the respondents on their opinion on the relationship between quick response to customer complaints and customer patronage. The results further shows that the respondents agreed to the facts that: quick response to customer complaints is a key to improved customer patronage with a $\bar{\bar{x}} \pm$ S. D of 3.95 ± 1.085; organizations that do not respond quickly to customer complaints risk losing most of their aggrieved customers (with a $\bar{\bar{x}} \pm$ S. D of 4.02 ± 0.934).

Research Question 4

How does logging complaint in database influence customer patronage?

Table 4: Respondents' responses on the relationship between logging complaint in database influence customer patronage

Q/No.	Item	SA	A	UN	D	SD	N	Mean	Std. Dev.
7	Logging complaints in database is crucial for record keeping and for trends.	130	51	31	24	14	250	4.04	1.033
8	Management provides facilities necessary for logging complaints in database for improved customer patronage.	140	41	41	14	14	250	4.12	0.881

Field Survey (2023)

The Table 4 above presents data from responses by respondents on the relationship between logging complaint in database influence customer patronage. The results show that majority of the respondents affirmed to the statements. There is a high level agreement by the respondents on the opinion that logging complaints in database is crucial for record keeping and for trends as the result accounted for a mean of 4.04 and a standard deviation of 1.033. The result has indicated that the majority of the respondents agreed to the item statement that: management provides facilities necessary for logging complaints in database for improved customer patronage (with a $\bar{x} \pm \text{S.D}$ of 4.12 ± 0.881).

Testing of Hypotheses

Here the hypotheses associated with the study were tested. The hypotheses were tested in order to find out whether the difference in opinion was significant to draw conclusion.

Test of Hypothesis One

H_{01}: There is no significant relationship between attentively listening to customer complaints and customer revisit intention.

Table 5: Correlation analysis between attentively listening to customer complaints and customer revisit intention

Item	Mean	Standard Deviation	Correlation Coefficient	P-value
Attentive listening	4.12	0.771	0.921	0.001
Customer revisit intention	3.96	1.332		

SPSS Correlation Analysis Output (2023).

The result on table 5 presents the correlation analysis between attentively listening to customer complaints and customer revisit intention. The result shows a p-value of 0.001 and correlation coefficient of 0.921. The result shows a p-value less than 0.05 being the level of significance; therefore, rejecting the null hypothesis and accepting the alternative hypothesis. Therefore, the correlation coefficient between attentively listening to customer complaints and customer revisit intention is statistically significant. Therefore, there is a significant relationship between attentively listening to customer complaints and customer revisit intention.

H_{02}: Identification of type of complaint-customer does not significantly affect customer revisit intention.

Table 6: Correlation analysis between identification of type of complaint-customer and customer revisit intention

Item	**Mean**	**Standard Deviation**	**Correlation Coefficient**	**P-value**
Identification of type of complaint-customer	4.33	0.952	0.887	0.001
Customer revisit intention	4.19	0.965		

SPSS Correlation Analysis Output (2023).

The result on table 6 presents the correlation analysis between identification of type of complaint-customer and customer revisit intention. The result shows a p-value of 0.001 and correlation coefficient of 0.887. The result shows a $p - value \leq 0.05$ level of significance, thereby rejecting the null hypothesis and accepting the alternative which states that Identification of type of complaint-customer significantly affects customer revisit intention.

H_{03}: There is no significant relationship between quick response to customer complaints and customer patronage.

Table 7: Correlation analysis between quick response to customer complaints and customer patronage

Item	Mean	Standard Deviation	Correlation Coefficient	P-value
Quick response	3.95	1.085	0.905	0.001
Customer patronage	4.02	0.934		

SPSS Correlation Analysis Output (2023).

The result on table 7 presents the correlation analysis between quick response to customer complaints and customer patronage. The result shows a p-value of 0.001

and correlation coefficient of 0.905. The result shows a p-value less ≤ 0.05 level of significance; therefore, rejecting the null hypothesis and accepting the alternative which states that there is a significant relationship between quick response to customer complaints and customer patronage.

H_{04}: Logging complaint in database does not significantly influence customer patronage.

Table 8: Correlation analysis between logging complaint in database and customer patronage

Item	**Mean**	**Standard Deviation**	**Correlation Coefficient**	**P-value**
Logging complaint in database	4.04	1.033	0.969	0.001
Customer patronage	4.12	0.881		

SPSS Correlation Analysis Output (2023).

The result on table 8 presents the correlation between logging complaint in database and customer patronage. The result shows a p-value of 0.001 and a correlation coefficient of 0.969. The result shows a $p - value < 0.05$ level of significance; thereby rejecting the null hypothesis and accepting the alternative. Therefore, the correlation coefficient between logging complaint in database and customer patronage is statistically significant. This means a positive and a strong relationship existing between logging complaint in database and customer patronage.

Summary of Findings

Based on the analysis, the researchers found that:

1. There is a significant relationship between attentively listening to customer complaints and customer revisit intention.
2. Identification of type of complaint-customer significantly affected customer revisit intention.
3. There is a significant relationship between quick response to customer complaints and customer patronage.
4. Logging complaint in database significantly influenced customer patronage.

Conclusion

The researcher concluded that effective customer complaint management procedure improves customer revisit intention and patronage in tourism sites in Imo State. Any tourism-based organization that relegates attentive listening to customer complaints, identification of type of complaint-customers, quick response to customer

complaints and logging complaints in database to the background risks reduced customer patronage.

Recommendations

The study recommends that:

1. Tourism organizations should always listen attentively to customer complaints for improved customer revisit intention.
2. There should always be identification of type of complaint-customer in organizations so as to enhance customer revisit intention.
3. There should be accelerated quick response to customer complaints in organizations for improved customer patronage.
4. Logging complaint in database should be improved in organizations for enhanced customer patronage.

Contribution to Knowledge

This study contributes to knowledge by adding to the body of knowledge on customer complaint management procedure improves customer revisit intention and patronage in tourism sites. It provides empirical literature on the relationships between: attentively listening to customer complaints and customer revisit intention; identification of type of complaint-customer and customer revisit intention; quick response to customer complaints and customer patronage; as well as logging complaint in database and customer patronage.

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