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FOREWORD

I gratefully welcome our readers and scientific community to the volume 4 issue 1 of Federal Polytechnic – Journal of Pure and Applied Sciences (FEPI-JOPAS). This is a peer reviewed and accredited multi-disciplinary Journal of international repute which publishes short communication, full length research work, critical reviews and other review articles. The aim of FEPI-JOPAS is to provide intellectual bedrock for both indigenous and international scholars with impactful research work to express their research findings to a broader populace for better contribution to knowledge. It is a current and beneficial platform for dissemination of latest research information to 21st Century researchers, professionals, policy makers, manufacturers, production staff, R & D personnel as well as governmental and non-governmental agencies.

In addition, basic and applied research efforts at the post covid-19 era must be resourcefully provided through novel contributions to knowledge to cope with the paradigm shift in our world. In this particular issue, you will find that Gabriel and co-workers assessed the nutritional status, food habits and health related quality of life among people living with HIV/AIDS attending Federal Medical Centre, Abeokuta. Owing to their findings, they recommend that effort should be made to increase social support and enhance the implementation of supporting policy in order to improve the quality of life of people living with HIV/AIDS. Also, Ogunyemi examined the effect of public relation practice on the performance of selected establishments in Abeokuta, Ogun State. Based on his finding, he recommends that hoteliers should accord and give cognizance to public relation practice.

Finally, as new research and experience broaden our understanding, changes in research methods, professional practices, or medical treatment may become necessary. I want to sincerely appreciate our laudable efforts of the esteemed Editorial Board members, the Authors and the reviewers and their contributions towards making the production of this edition a worthwhile adventure. It is imperative to know that authors are solely responsible for the information, date and authenticity of data provided in their articles submitted for publication in the Federal Polytechnic Ilaro – Journal of Pure and Applied Sciences (FEPI-JOPAS).

I am looking forward to receiving your manuscripts for the subsequent publications. You can visit our website (<https://www.fepi-jopas.federalpolyilaro.edu.ng>) for more information, or contact us via e-mail at fepi.jopas@federalpolyilaro.edu.ng

Thank you and best regards.

Prof. Olayinka O. AJANI

TABLE OF CONTENTS

Serial No	Paper Title and Author(s)	Page No
1	<p>Nutritional Status, Food Habit and Health-Related Quality of Life among People Living with Hiv/Aids (Plwha) “Attending” Federal Medical Centre, Abeokuta</p> <p>* Gabriel, E., Adepoju, A. B and Ajayi, V.O Department of Nutrition and Dietetics, The Federal Polytechnic Ilaro, Ogun State, Nigeria</p> <p>✉ emmanuel.gabriel@federalpolyilaro.edu.ng</p>	01-15
2	<p>Effect of Public Relations Practice on the Performance of Two Selected Hotels in Abeokuta, Ogun State</p> <p>Ogunyemi, O. Department of Hospitality Management, The Federal Polytechnic Ilaro, Ogun State, Nigeria</p> <p>✉ olawale.ogunyemi@federalpolyilaro.edu.ng</p>	16-31

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Experimental

Effect of Public Relations Practice on the Performance of Two Selected Hotels in Abeokuta, Ogun State

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Abstract

The study examined the effect of public relation practice on the performance of selected establishments in Abeokuta, Ogun State. A Well-structured questionnaire were administered to eighty (80) staff of the selected hotels who are the research respondents in order to gather data from them. A convenient sampling technique method was used in arriving at the number of respondents used for study. Eighty (80) questionnaires were administered and all were retrieved. The data gathered were analyzed using a simple descriptive statistical tool. It was shown that public relation practice has significant effect on the performance of the two selected establishments under review. The Cross-tab statistics was used to estimate the relationship between demographic characteristics and public relation which was concluded that they have no significant relationship. Chi-Square Test was also used to determine the significant relationship stated in the hypotheses. It was established that public relation has a significant effect on customer patronage and also that it has a significant relationship with image promotion of the hotel. Finally, it was observed that there was no significant relationship between public relation and competitive strength of the hotels. The study concluded that public relation practice has positive effects on patronage and image of the two selected hotels, but, has no significant effect on the competitive strength of the hotels. It was recommended that hoteliers should accord and give cognizance to public relation practice.

Keywords: Customer Satisfaction, Performance, Public Relation, Relationship.

INTRODUCTION

Public relation practice is veritable and vital tool or element in gaining the public consciousness and creating awareness, they form a tactical approach and influence on the opinions of people and thus change their behavioural patterns and create new channels and opportunities for sales. As a result of the popularity and tremendous increase in the use of Social Media, Public Relations experts have added relevance of bloggers to the list of media interest, in a move that seeks to take views about their customers products and services. In addition, public relations practice also provides other forms of coverage and image enhancement of an organization. For workers, in the hospitality industry, they love to talk about the merits of this effect, there should also be a Public Relations' officer in order to

improve the Company Image, as it has become urgent, especially in the era of globalization. Reaweh&Oses (2015) "Public relations has become a viable and fundamental tool in promoting and advancing the fortune and course of the hotel industry (Grunig&Grunig, 2009). There is an increasing and growing consensus among industry scholars and practitioners that public relations should move beyond its technical roles to one that contributes to strategic management. Public relations influence and are also influenced by diverse factors within the environment. Specific problems and issues, along with different publics arise and recede around organizations especially international hotels that face many challenges globally.

Increasing globalization coupled with the rapid development of media and technology, has led to a situation that nobody could accurately envisaged or predict. The cyberspace has become a primary platform for the public to meet via internet for communication; it has given the people opportunities to speak out. All the same, this electronic medium has become a good platform to discuss problems and issues as soon as they arise. For instance, when customer carry out enquiries on booking of hotel facilities, they can visit site to make complaint or look for chat rooms and discussion groups to converse with other people who have similar complaints and issues. Advancement in technologies have narrowed the gap among nations and enhanced communication (Aaker&Myers, 2011).

Public relations (PR) is defined as a set of communication techniques which are designed to create and maintain favourable relations between an organization and its publics (Jefkins, 2008). As cited by Nwaeze&Ujah (2014), the Institute of Public Relations (UK) defines public relations (PR) as a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public. Public Relations is a form of communication that well supports and adapts to a company's various advertising components. As much as it works to strengthen these components, there is also one obvious difference between advertising and public relations. Advertising controls the overall message with visibility while public relations reach in and provides the advertising message with credibility and trust. Public relation according to Nwaeze&Ujah (2014), is the activities of a corporation, union, government or other organizations in building and maintaining sound and productive relations with special public such as customers, employees, stakeholders and with the public at large so as to adapt itself to its environment and interpret itself to the society. Its main aim is to secure mutual understanding between the organization and its public and thus create goodwill. Public relations is an integral and important part of the promotional mix of a firm (Kotler & Armstrong, 2009). Public relations as a promotional tool has gained importance in recent times and is also perceived as both cost effective and highly credible (Williams, 2008; Kitchen & Pappasolomou, 2007). Promotion is used by organizations to communicate

with customers regarding their product offerings and also to ensure that customers are aware of the available products (Rowley, 2008). Promotion according to Kotler (2009), is a communication activity used to inform, persuade or remind the target market about the availability and benefits of a product. It covers all communication tools that can deliver a message to a target audience.

Rossiter& Percy (2007) posit that promotion aims at stimulating a purchase. Promotion is seen as a direct form of persuasion based on external incentives rather than inherent product benefits.

Roles of public relations management

Public relations make an important contribution in helping to form an organization's ideology on what the public want and expect from certain things. Communication management is a basic and vital strategies used in public relations to identify the target audience and to give messages to the general public. The public relations roles call for advancing communications goals that are consistent with the organization's overall aim Bryman (2008).

Issues management: This involves identifying problems, issues and trends relevant to the organization and then developing and executing a program to deal with them. This also includes the study of public policy matters of concern to the organization. (Hutton, 2009). Public relation play a strategic roles in marketing management which includes product publicity, product placement, third party endorsement, use of spokespersons, participation in trade exhibitions, and cause related marketing (Jackson,2007).Relationship management entails the role of public relations in identifying key public and establishing strategies for building and maintaining mutually beneficial relationships with those publics. (Jounghiwa & Yoohyeung, 2009).

Image management involves planning and carrying out of policies, procedures and strategies that show the commitment of the organization to public and social responsibilities Gray & Balmer (2008).Risk management involves making the organization recognize areas of potential danger so that needed changes can be effected before potential threat

develops into crisis. Strategic management helps the management team to develop sound policies that are in the best interests of the public as well as the organization. Worcester (2017). Public relations professionals present the face of an organization usually to articulate its objectives and official views on issues of relevance, vital to the media. Public relations activity contributes to the way an organization is perceived by influencing the media and maintaining relationships with stakeholders. Charles (2013)

Statement of the Problem

Public relations in all ramifications including reputation building and management is crucial for any organization especially one that seeks profit maximization. However, despite the widely acknowledged enormous roles of public relations in hotel industry, they focus on marketing practice to maximize sales rather than public relation practice. In the hospitality sector of Nigeria, public relation is not properly treated as a management tool and function. In all the organizations in Nigeria, there is no or little room for public relations experts or professionals on the Board of Directors (Charles, 2013). This situation deprives the organizations of the advantages of having public relations input in the policy formulation stage, where it is most crucial. A public relations department will only be as useful to management as the managers want it to be. If management thinks of the public relations functions in a small way, then it will occupy a minor place in the scheme of things and its contributions would be inconsequential indeed, this is the one of the matters as it raises the question of the level of consideration the public relations is presenting.

Objective of the Study

This study examined the contribution of public relation practice to the two selected hotels in Abeokuta, Ogun State by Investigating the impact of public relations practice on customer patronage of the hotels, determined the roles of public relation in promoting the image of the hotels and. examined the effects of public relation practice on competitive strength of the hotels.

Research H ypotheses

H₀₁: Public relation has no significant effect on customer patronage in hotel

H₀₂: There is no relationship between public relation and image promotion of a hotel

H₀₃: There is no significant relationship between public relation practice and competitive strength of the hotel.

MATERIALS AND METHODOLOGY

Study Area

Abeokuta lies below the Olumo Rock, home to several caves and shrines. The town depends on the Oyan River Dam for its water supply. The dam is situated in the Abeokuta North local government area of Ogun State in the West of Nigeria. The dam crosses the Oyan River, a tributary of the Ogun River. Abeokuta metropolis is the capital of Ogun State and seat of the Ogun State government. The city is the homes of the Egbas who are major tribe in the Western Part of Nideria. The Ake is the traditional residence of the Alake, the traditional and paramount ruler of the Egba people.

Green Legacy Resort

The green legacy was established in 2013 by the former president Olusegun Obasanjo. It is located near Olusegun Obasanjo presidential Library Complex along the presidential boulevard way, NNPC Bus stop, Oke-Mosan, Abeokuta, Ogun State. The luxurious 4-star resort offers breathtaking scenery with world class facilities over a large expanse of land. The resort have 250 staff and 120 rooms that come in the categories of standard rooms, Deluxe, Easter package., family connecting room standard suite and the Ambassadorial suite. The Green legacy Resorts offer a wide variety of top class hospitality facilities

Daktad Suites

Daktad Suites was established in the year 2010 by honorable Habeeb Ajayi. It is located at Majek Kembo close, off Quarry Road (post office), Ibara, Abeokuta, Ogun State. It is close to the Nigerian postal service

office in Abeokuta. Daktad suite has 35 staff and 47 rooms that are grouped into the exclusive rooms, classic rooms, elegance Room, Deluxe room, Royal Double, Executive mini-suite, VIP rooms and presidential suites Facilities at Daktad suites include an event hall, ample car parking space, regular power supply, restaurant with an array of excellent tasting dishes plus complimentary breakfast service, a bar, a swimming pool and gym facilities.

Research Population

The population of this study were staff of the two selected hotels, that is, Green Legacy Resort and Darktard Suites.

Sample Size and technique

A total number of 80(eighty) respondents who were staff of the two establishments were selected using a convenient sampling technique.

Research Instrument

A well-structured questionnaire was administered to the respondents to gather data from them.

Data Collection

Data were collected from both primary and secondary sources for the purpose of this study

Data Analysis

Data collected were analyzed using simple descriptive statistical analysis, that is, frequency and percentage; Chi-square was used to test the hypotheses.

RESULTS AND DISCUSSION

TABLE 1: Socio-economic characteristics of the respondents

Source: Field Survey, 2018

Table 1: Socio-demographic and economic characteristics of the respondents

Variables	Frequency	Percentages(%)
Gender		
Male	46	57.5
Female	34	42.5
Total	80	100.0
Age		
18 – 30	33	41.25
31 – 40	27	33.75
41 – 50	20	25.0
Total	80	100.0
Marital Status		
Single	46	57.5
Married	30	37.5
Divorce	4	5.0
Total	80	100.0
Educational Background		
SSCE	22	27.5
NCE/OND	33	41.3
BSC/HND	14	17.5
MSC/PHD	11	13.8
Total	80	100.0
Department		
Front Office	30	37.5
Beverage	22	27.5
House Keeping	10	12.5
Maintenance	10	12.5
Security	8	10.0
Total	80	100.0
Length of Service		
0 – 5years	36	45.0
6 – 10years	22	25.5
11 – 20years	9	11.3
21 – 30years	12	15.0
Above 31years	1	1.2
Total	80	100.0
Religion		
Muslim	29	36.3
Christian	50	62.5

Others	1	1.2
Total	80	100.0
Position in the Organization		
Supervisor	25	31.3
Junior Staff	19	23.8
Manager	21	26.3
Waiter	15	18.8
Total	80	100.0

Discussion of Findings

Gender

Table 1: showed that 46 respondents which represent 57.5% of the total population are males, while 34 respondents which represent 42.5% of the total population are females.

Age

Thirty-three (33) respondents who constitute 41.25% of the total population were between the age ranges of 18-30 years, 27 respondents represent 33.75% of the total population were between the age range 31-40 years, 20 respondents represent 25.0% of the total population were between the age range of 41-50 years. It can therefore be deducted that, respondents between the ages of 18-30 years responded more to questionnaire compared to others.

Marital Status

Forty-six (46) respondents who represent 57.5% of the total population are single, 30 respondent which represent 37.5% of the total population are married, 4 respondent which represent 5.0% of the population are divorced, it can therefore be deducted that single respondent are more than the others.

Educational background

Twenty-two (22) respondents who represent 27.5% of the total population have SSCE, 33 respondents represent 41.25% of the total population have NCE/OND, 14

respondents represent 17.5% of the total population have BSC/HND, only 11 respondents represent 13.8% of the total population have MSC/PHD holder.

Department

Thirty (30) respondents who represent 37.5% of the total population work in front office, 22 respondents represent 27.5% of the total population work in beverage department, 10 respondents represent 12.5% of the total population work in house-keeping department, 10 respondents represent 12.5% of the total population work in maintenance department while 8 respondents represent 10.0% of the total population work in security department.

Length of service

Thirty-six (36) respondents who represent 45.0% of the total population have worked for 0-5 years, 22 respondents represent 27.5% of the total population have worked for 6-10 years, 9 respondents represent 11.3% of the total population have worked for 11-20 years, 12 respondents represent 15.0% of the total population have worked for 21-30 years while 1 respondent represent 1.3% of the total population. The table shows that majority of the respondent working in the hotel have year experience of 0-5 years.

Religion

The table above showed that 36.3 of the respondents are Muslim, 62.5% of them are Christian while the remaining 1.2% of the respondents are others.

Table 2: Effects of public relation on customer patronage

Variables	Frequency	Percentage (%)
Does public relation increase Customers patronage		
Yes	78	97.5
No	2	2.5
Total	80	100.0
Is public relation practice compulsory To every growth in your hotel		
Yes	45	56.3
No	35	43.8
Total	80	100.0
Does public relation promote the Image of hotel		
Yes	59	73.8
No	21	26.2
Total	80	100.0
Public relation practice by a hotel Increase their competitive strength		
Yes	34	42.5
No	46	57.5
Total	80	100.0
Does effective public relation practice give your hotel a competitive strength in the hospitality industry		
Yes	43	53.8
No	37	46.2
Total	80	100.0
Public relation practice increase Customer awareness of the hotel		
Yes	52	65.0
No	28	35.0
Total	80	100.0
Are you satisfied with the service Rendered by the hotel		
Yes	75	93.8
No	5	6.2
Total	80	100.0

Discussion of Findings

Does public relation increase customers’ patronage?

The table2 above shows that 78 of the respondents representing 97.5% responded YES that public relation increase customer patronage while 2 of them representing 2.5% responded NO.

Is public relation practice compulsory to every growth in your hotel?

This table above shows that 45 of the respondents representing 56.2% responded YES that public relation practice is compulsory to every growth in their hotel while 35 of them representing 43.8% responded NO.

Does public relation promote the image of hotel?

The table2: show that 59 of the respondents representing 73.8% responded YES that public relation promotes the image of the hotel while 21 of them representing 26.2% responded NO.

Public relation practice by a hotel increases their competitive strength?

This table above shows that 34 of the respondents representing 42.5% responded YES that public relation

practice by a hotel increases their competitive strength while 46 of them representing 57.5% responded NO.

Does effective public relation practice give your hotel a competitive strength in the hospitality industry?

This table above shows that 43 of the respondents representing 53.8% responded YES that effective public relation practice gives their hotel a competitive strength in the hospitality industry while 37 of them representing 46.2% responded NO.

Public relation practice increases customer awareness of the hotel?

This table above shows that 52 of the respondents representing 65.0% responded YES that public relation practice increases customer awareness of the hotel while 28 of them representing 35.0% responded NO

Are you satisfied with the services rendered by the hotel?

This table above shows that 75 of the respondents representing 93.8% responded YES that they are satisfied with the services rendered by the hotel while 5 of them representing 6.2% responded

m² respectively. Also, no significant different (p>0.05) was observed between the mean weight, height and body mass index of the respondents.

Table 3: The impact of public relation practice in promoting the image of the hotel.

Variables	Frequency	Percentage %
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Public relation practice is the best techniques for advertising hotels services and products		
Strongly Agree	66	82.5
Agree	11	13.8
Undecided	21	2.5
Disagree	1	1.3
Total	80	100.0
Public relation can be used as a promotional tool to attract new and distance customer to hotel business in Abeokuta.		
Strongly Agree	43	53.8
Agree	25	31.3
Undecided	9	11.3
Disagree	3	3.8
Total	80	100.0
Organization image of hotel industry can be improved through effective application of public relation practice		
Strongly Agree	43	53.8
Agree	16	20.0
Undecided	16	20.0
Disagree	5	6.3
Total	80	100.0
Hotel can get good public opinion on their product through an effective public relation practice.		
Strongly Agree		
Agree		
Undecided	34	42.5
Disagree	18	22.5
Strongly Disagree	17	21.3
Total	10	12.5
	1	1.3
Effective public relation practice assist the hotel cultivating a mutual and cordial relationship with customer.	80	100.0
Strongly Agree		
Agree		
Undecided	25	31.3
Disagree	16	20.0
Strongly Disagree	18	22.5
Total	15	18.8
	6	7.5
	80	100.0
Public relation practice is crucial to attainment of organization objectives.		
Strongly Agree		
Agree		

Public relation practice is the best techniques for advertising hotels services and products.

Table 3 indicates that 82.5% of the respondents strongly agree that public relation practice is the best technique for advertising hotels services and product, 13.8% agree that public relation practice is the best technique for advertising hotels services and product, 2.5% of the respondents were undecided if public relation practice is the best technique for advertising hotels services and product and 1.3% of respondents disagree that public relation practice is the best technique for advertising hotels services and product.

Public relation can be used as a promotional tool to attract new and distant customer to hotel business in Abeokuta.

This table indicates that 53.8% of the respondents strongly agree that public relation practice can be used as a promotional tools to attract new and distant customer to hotel business in Abeokuta, 31.3% of the respondents agree that public relation practice can be used as a promotional tools to attract new and distant customer to hotel business in Abeokuta, 11.3% were undecided if public relation practice can be used as a promotional tools to attract new and distant customer to hotel business in Abeokuta while 3.8% of the respondents disagree that public relation practice can be used as a promotional tools to attract new and distant customer to hotel business in Abeokuta.

Organization image of hotel industry can be improved through effective application of public relation practice.

This table above shows that 53.8% of the respondents strongly agree that organizational image of hotel industry can be improved through effective application of public relation practice, 20.0% agree that organizational image of hotel industry can be improved through effective application of public relation practice, another 20.0% were undecided if organizational image of hotel industry can be improved through effective application of public relation practice while 6.3% disagree that organizational image of hotel industry can be improved through effective application of public relation practice.

Hotel can get good public opinion on their product through an effective public relation practice.

This table shows that 42.5% of the respondents strongly agree that hotels can get good public opinion on their product through an effective public relation practice,

22.5% agree that hotels can get good public opinion on their product through an effective public relation practice, 21.3% were undecided if hotels can get good public opinion on their product through an effective public relation practice, 12.5% disagree that hotels can get good public opinion on their product through an effective public relation practice while 1.3% strongly disagree that hotels can get good public opinion on their product through an effective public relation practice.

Effective public relation practice assist the hotel cultivating a mutual and cordial relationship with customer.

This table above shows that 31.3% of the respondents strongly agree that effective public relation practice assist the hotel in cultivating a mutual and cordial relationship with customer, 20.0% agree that effective public relation practice assist the hotel in cultivating a mutual and cordial relationship with customer, 22.5% were undecided if effective public relation practice assist the hotel in cultivating a mutual and cordial relationship with customer, 18.8% disagree that effective public relation practice assist the hotel in cultivating a mutual and cordial relationship with customer while 7.5% strongly disagree that effective public relation practice assist the hotel in cultivating a mutual and cordial relationship with customer.

Public relation practice is crucial to attainment of organization objectives.

This table above shows that 25.0% of the respondents strongly agree that Public relation practices is crucial to attainment of organization objective, 11.3% agree that Public relation practices is crucial to attainment of organization objective, 15.0% were undecided if Public relation practices is crucial to attainment of organization objective, 30.0% disagree that Public relation practices is crucial to attainment of organization objective while 18.8% strongly disagree that Public relation practices is crucial to attainment of organization objective.

Corporate public relation can improve the overall positive public perception on the marketing of hotels product and services.

This table above indicates that 51.3% of the respondents strongly agree that corporate public relation can improve the overall positive public perception on the marketing of hotels products and services, 17.5% agree that corporate public relation can improve the overall positive public perception on the marketing of hotels products and services, 8.8% of them were undecided if corporate public

relation can improve the overall positive public perception on the marketing of hotels products and services, 16.3% disagree that corporate public relation can improve the overall positive public perception on the marketing of hotels products and services while 6.3% of the respondents strongly disagree that corporate public relation can improve the overall positive public perception on the marketing of hotels products and services.

Media relation can improve the public perception of marketing hotel product and services.

This table indicates that 53.8% of the respondents strongly agree that media relation can improve the public perception of marketing of hotels product and services, 25.0% agree that media relation can improve the public perception of marketing of hotels product and services, 5.0% were undecided if media relation can improve the public perception of marketing of hotels product and services, 5.0% of them disagree that media relation can improve the public perception of marketing of hotels product and services while 11.3% strongly disagree that media relation can improve the public perception of marketing of hotels product and services.

SS Community relation/corporate social responsibility can improve public perception on hotels product and services.

This table above shows that 53.8% of the respondents strongly agree that community relation / corporate social

responsibility can improve public perception on hotels product and services, 17.5% agree that community relation / corporate social responsibility can improve public perception on hotels product and services, 7.5% of them were undecided if community relation / corporate social responsibility can improve public perception on hotels product and services, another 7.5% disagree that community relation / corporate social responsibility can improve public perception on hotels product and services while 13.8% of the respondents strongly disagree that community relation / corporate social responsibility can improve public perception on hotels product and services.

An effective public relation practice increases the level of hotels survival in the hospitality industry.

This table above shows that 26.3% of the respondents strongly agree that an effective public relation practice increase the level of hotel survival in the hospitality industry, 23.8% agree that an effective public relation practice increase the level of hotel survival in the hospitality industry, 10.0% of them were undecided if an effective public relation practice increase the level of hotel survival in the hospitality industry, 11.3% of the respondents disagree that an effective public relation practice increase the level of hotel survival in the hospitality industry while 28.8% of the respondents strongly disagree that an effective public relation practice increase the level of hotel survival in the hospitality industry.

TABLE4: Association between social- economic characteristic and public relation of the respondent

Crosstab

			Public relation		Total
			negative relationship	positive relationship	
Sex	Male	Count	10	36	46
		% within sex	21.7%	78.3%	100.0%
		% within Public relation	52.6%	59.0%	57.5%
		% of Total	12.5%	45.0%	57.5%
	Female	Count	9	25	34
		% within sex	26.5%	73.5%	100.0%

	% within Public relation	47.4%	41.0%	42.5%
	% of Total	11.25%	31.25%	42.5%
Total	Count	19	61	80
	% within sex	23.75%	76.25%	100.0%
	% within Public relation	100.0%	100.0%	100.0%
	% of Total	23.75%	76.25%	100.0%

Source: field Survey2021

This table above shows that 19 of the respondents representing 23.75% have a negative relationship with public relation while 61 of them representing 76.25 have positive relationship with public relation.

Table5: Chi- Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pears Chi-Square	.726 ^a	2	.696
Likelihood Ratio	1.269	2	.530
Linear-by-Linear Association	.447	1	.504
No of Valid Cases	80		

Source: field Survey2021

Table 6: Test Statistics

	DOES PUBLIC RELATION INCREASE CUSTOMER PATRONAGE?	DOES PUBLIC RELATION PROMOTE THE IMAGE OF THE HOTEL?	PUBLIC RELATION PRACTICE BY A HOTEL INCREASE HER COMPETITIVE STRENGTH
Chi-Square	63.625 ^a	65.625 ^a	51.625 ^a
Df	2	2	2
Asymp. Sig.	.000	.000	.542

Source: field Survey2021

DISCUSSION

This table above shows the Chi-Square Value, degree of freedom and the significant value for each objective.

TEST OF HYPOTHESES

Hypothesis one

H₀₁: Public relation has no significant effect on customer patronage in hotel

In Table 4.1.29 above, since the significant value corresponding to the objective is 0.000 which is lesser than 0.05, we reject H₀ and conclude that Public relation has significant impact on customer patronage in hotel

Hypothesis two

H₀₂: There is no relationship between public relation and image promotion of a hotel.

In Table above, since the significant value corresponding to the objective is 0.000 which is lesser than 0.05, we reject H₀ and conclude that there exists a relationship between public relation and image promotion of a hotel.

Hypothesis three

H₀₃: There is no significant relationship between public relation practice and competitive strength of the hotel.

In Table above, since the significant value corresponding to the objective is 0.542 which is greater than 0.05, we fail to reject H₀ and conclude that there is no significant relationship between public relation practice and competitive strength of the hotel.

CONCLUSION

From the empirical research work and findings, it was revealed and established that public relation practice has positive impact on the performance of the two selected establishments in Abeokuta, Ogun State. The findings further revealed that public relation has significant effect on customer patronage as the sig-value showed 0.000 which is statistically significant at 5% level of significance, thus the researcher found it appropriate to

conclude that public relation has significant effect on customer patronage in hotel. The study also revealed that there was significant relationship between public relation and image promotion of a hotel as the sig value showed 0.000 which is statistically significant at 5% level of significance. And lastly, it was also revealed that there is no significant relationship between public relation practice and competitive strength of the hotel as it has sig value of 0.542 which is statistically insignificant at 5% level of significance, and thus the researcher can conclude that there is no significant relationship between public relation practice and competitive strength of the hotel.

Recommendations

Based on the finding of this study, the researcher finds it appropriate to urge hoteliers who aim at improving the performance and upgrading the level of their hotels in order to enhance profitability should focus more on public relations as it helps increase customer patronage and also promote the image of the hotel. Most importantly, hotel should ensure efficient use of social media to gain more customers and sell the hotel well. The study further recommends hotels should reduce or eliminate unhealthy competition among themselves as it will not help to improve the profitability, image and patronage of the concerned hotels.

Researchers are also urged and encouraged to investigate other problems identified in this research study.

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