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Effect of Service Quality, Service Price and Infrastructural Provision on Customers' Satisfaction and Patronage in Yankari Game Reserve Bauchi State

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ABSTRACT

The explore the effect of service quality, service price and infrastructural provision on customers' satisfaction and how that is translated to customer patronage of a game reserve called Yankari, in Bauchi state, Nigeria. Survey strategy was used to collect data from 351 visitors of the game reserve using self-administered questionnaire. The results indicated highest levels of service quality in water supply services, health and safety services, natural recreational services and swimming facilities services, while least service quality in response services and sales services respectively. There is weak relationship between services price and services quality, and negligible relationship between services price, visitors' satisfaction, infrastructure provided, infrastructure preferred, and patronage. Infrastructural provision, services price, and services quality explained 7.3% small significant effect size on visitors' patronage. Infrastructural Provision is making a significant negative unique effect to the visitors' patronage. Services Price has the lowest insignificant contribution in explaining the visitors' patronage. However, Infrastructural provision, service price, service quality explained 34.5% large significant effect on visitors' satisfaction, but the services quality is making a statistically significant unique contribution on the visitors' patronage, while services price has lowest and insignificant contribution. Infrastructural facilities in the park should give more emphasis on response services and sales services. The infrastructural provision in the area should be based on the basic requirements not visitor's preference. There is need to conduct more extensive studies in other recreational/tourism centres to be able to generalize the results of this study to other game reserves, parks, and recreational/tourism centres.

1. Introduction

This paper seeks to explore the rationale for customer's satisfaction and patronage, also the effect of service quality, service price and infrastructural provision on the visitor's satisfaction and re patronizing. It suggests that the strategic and systematic measurement of effects of service quality, service price and infrastructural provision on customer's satisfaction with Yankari games reserve destinations is a valuable exercise that will have tangible benefits, but acknowledges the difficulties of doing this in a meaningful manner.

The principal argument presented is that the measurement of tourism service quality and service price on customers' satisfaction and patronage within a particular destination (Yankari game reserve) involves more than simply measuring the level of satisfaction with the services delivered by Yankari game reserve management. There needs to be a much broader, more encompassing means of measuring satisfaction, one that relates closely to the motivations which customer have visiting the games reserve in the first place and to re-patronize .

Due to increasing global market competition, many recreational centres including hotel companies are facing challenges in retaining customers. Some market researchers have proven that most hotel companies in Europe and in the U.S. have lost half their customers over a span of five years (Schmitt, 2010). By raising satisfaction or quality standards, companies gradually raise guests' expectation level, which then makes it more difficult and more costly to please them. Holding onto a returning guest is important to a parks and hotels because over time they reduce the cost of service. A returning guest knows the product, and service; requires less information; purchases more services; is will to pay higher prices for those services; and willingly offers word-of-mouth recommendations to others (Li, 2019).

Stank and Narver (2000) and Taylor and Baker (1994) argues that customers who are satisfied with a particular offer are more likely to engage in repeat purchase, / re-visit of the same offering but dissatisfied customers, on the other hand, are likely to switch. Additionally, service quality perceptions influence intentions to recommend the service provider (Zeithaml, Berry & Parasuraman, 1993; Sivadas & Baker- Prewitt, 2000). Furthermore, customer satisfaction is one of the important criteria for customer retention (Sivadas & Baker-Prewitt, 2000). Finally, past researchers have theorized that customer satisfaction is key determinant of businesses/services loyalty (Marchesani, 2017).

This paper is concerned with effect of service quality, service price and infrastructural provision on customer's satisfaction and patronage as noted, there appears to be adequate analysis of people will to visit the tourism centre. What is missing is a broader view that looks at the way service quality, service price and infrastructural provision influence customer satisfaction and patronage to tourists. Respond to the totality of their experiences is important in Yankari game reserve, irrespective of the particular activities that they engage in; as the Yankari tourism centre consists of a number of different sectors including the conference centre's travel, hospitality, recreations, wildlife safari and visitor services sector. Therefore there is need for the assess the effect of service quality, service price and infrastructural provision on customer's satisfaction and patronage in Yankari games reserve Bauchi State of Nigeria.

2. Literature review

Yankari Game Reserve is a large wildlife park located in the south-central part of Bauchi State, Nigeria. It covers an area of about 2,244 square kilometers (866 sq mi) and is home to several natural warm water springs, as well as a wide variety of flora and fauna. The reserve is also a vast village to animals such as primates, waterbucks, bushbucks, oribi, crocodiles, hippopotamus, roan gazelle, wild ox and countless species of monkeys; unarguably one of the country's richest reserves. Yankari Game Reserve also contains one of the largest surviving elephant population in West Africa estimated at 350 animals inclusive of endangered species, this population of elephants is perhaps the only viable population remaining in Nigeria. The reserve also contains important populations of lion, buffalo, hippo, roan and hartebeest protected by a ranger force of around eighty in number. Yankari Game Reserve stands out as one of the most popular tourist destination in Nigeria. Though the reserve host visitors all year round, but November to May are considered the best time to visit, because this is when more amusement would be experience since the vegetation has dried out and animals begin to parade the waterways. Another interesting feature of the reserve is the Wikki Warm Spring, which is great spot to unwind and cool oneself. Of course, this area is a no-go area for animals; and it is definitely safe for visitors. Except a variety of winged creatures, offering their benediction from the sky.

The primary aim of establishing the Yankari Game Reserve is the conservation of wildlife. Emanating from this primary aim is the objective of wise use of the resource (reserve) as a tourist resort for recreational purposes such as game viewing, boating and swimming, among others. Some which inherent advantages of wildlife conservation include genetic presentation and diversity, flora and soil conservation, generation of employment as well as watershed management. The tourist potential of the Yankari Game Reserve is tremendous, even though a small portion of the potential is currently being tapped. According to Nigeria Tourism Board (NTB) report (2016), a total number of over 39,000 tourists visits the game reserves, and more than a thousand foreigners in that figure generating in a conversion to the Nigerian currency, an estimated revenue of forty million one, hundred and thirty five thousand, two hundred and twenty two naira, eighty five kobo (₦40,135,223.85) Between 2009 and 2018, with the lowest generated revenue from foreign tourists being placed at one million, seven hundred and five thousand ,five hundred and twenty four naira (₦1,705,524.00) which was in 2009.

Many definitions addressed the service concept. Lovelock (2004) defined service as perceived benefit by senses, either alone, or neither associated with something physical tangible and is interchangeable nor entail ownership, and mostly intangible. Service can be defined in many ways depending on which area the term is being used. Kotler and Keller (2009) defines service as any intangible act or performance that one party offers to another that does not result in the ownership of anything. In an organization's capabilities and customers' perception and learning, service quality plays a significant role in customer

patronage and usage of a product or service, as have been established by several studies such as (Lesue & Feick, 2001; and Gerpott et al., 2001;Luiza et al., 2009; Sahin & Kitapçi, 2013). Similarly, Boulding, Kalra, Staclin and Zeithaml (1993) as cited in Oyeniyi, and Abiodun (2009) found a positive relationship between service qualities and repurchase/ re-patronize intention and willingness to recommend. Ranaweera and Neely (2003) studied some moderating effects on the service-customer retention link and it was established that perception of service quality has a direct linear relationship with customer purchase re-patronizing intention. Kheng et al. (2010) also studied the impact of service quality on customer loyalty and found that improvement in service quality can enhance customer patronage and loyalty. Considering Yankari game reserve the service quality of the centre play a crucial role in calling the attention of the customers to revisit qualitative service rendered at the recreational areas safari, of which the price give the hint of getting prepared to pay more on next visit for the to enjoy more the service, therefore it does not affect the re- patronizing of the game reserve.

Besides service qualities, price is also another factor that affecting customer satisfaction toward budget tourism. According to Kotler and Armstrong (2010) price is the amount of money asks in payment for receiving a good or service, and the total of the values that customers exchange for the advantages of having the goods or services. According to Estelami and Bergstein (2006), the price of a product or service is a major decision variable for both retailer and consumer. The accommodation fee is the majority of tourism expenditure for tourists (Budget Hotels, 2013). In hotel industry, price is the important factor that affecting customer's quality perceptions (Lewis & Shoemaker, 1997). As Parasuraman, Zeithaml and Berry (1991) put that guests had expected higher level of service when they paid more. Price perception has directly influences toward customer satisfaction (Matzle, Wurtele, & Renzl, 2006). According to Thompson (2005), consumer perception of having booked a room at a lower price is responsible for customer satisfaction with the hotel. In Yankari games reserve the prices of the product and service different from outside the games reserve because they were provided purposely for the service in the park, and some other price are pay before service system such as the wiki warm spring, safari etc. while the hotel accommodations are of different classes.

The concept of infrastructure development also refers to the provision of fundamental infrastructure facilities such as the construction of roads of transportation, bridges, and ports and telecommunication systems (Cronin, McGovern, Miller & Parker, 1995; Madden & Savage, 1998). Infrastructure is not an end itself; it is only a means to an end. They must be sustainable to add value. Infrastructures are the facilities, tools, structures, strategies, systems, projects and programme put in place for the better living condition of the people of an area. According to CSR FILES (2016), "Investing in infrastructure is beyond providing physically attractive structures or making ground-breaking returns. Yama (2008) state in his study that In 2006/2007 after the state government took over the management of the Yankari Game Reserve from the Federal Government, the government embarked on general infrastructural development and provisions such as renovation of existing camp facilities, road rehabilitation, and purchase of game viewing trucks.

There are a number of approaches to define what customer satisfaction is. Zeithaml and Bitner (2000) describe it as "the customer's evaluation of product or service in terms of whether that product or service has met their needs and expectations." This definition is rooted in Oliver's (1980) disconfirmation paradigm, which states that satisfaction is believed to occur through the process of matching the expectations with perceived performance. Schneider (2000) defines satisfaction through its creation process. He suggests that it is the result of the psychological process in which the customer is making a comparison of the perceived level of organization performance to his/her specific standards, known as expectations. For the purpose of this study we use the definition by Woodruff and Gardial (1996): positive or negative emotional feedback associated with product or service value offered in a specific situation. According to this definition, customer satisfaction is the reaction to a specific product/ service offering or the accumulation of overall experiences associated with a services or game reserve. Considering the Yankari games reserve, where the product offering addresses hedonistic needs, we took into consideration the definition provided by Oliver (1997, 1999): "satisfaction is defined as pleasurable fulfillment." Therefore, the overall experience of the tourist is evaluated based on fulfillment of his/her needs, wants, desires and aspirations. Consequently, "satisfaction is the tourist's sense that consumption provides outcomes against a standard of pleasure versus displeasure" (Moliner at al., 2006). Consequently, when determining satisfaction with a Yankari game reserve it is fundamental to identify the variables or affective reactions that customers/ visitors take into account.

Hence the conceptual framework in figure 1 was proposed, to measure the effect of service quality, service price and infrastructural provision on customers' satisfaction and patronage in Yankari game reserve Bauchi state, Nigeria. The study is set to identify levels of service quality, in Yankari Game Reserve, level of Infrastructure provision in the park, and level of customers' satisfaction. The study also assessed the relationship between services quality, service price and infrastructural provision. The study then determined the effects of infrastructural provision, services price, and services quality on visitors'

patronage, effects of infrastructural preference and satisfaction on visitors' patronage, and effects of infrastructural provision, service price, and service quality on visitors' satisfaction.

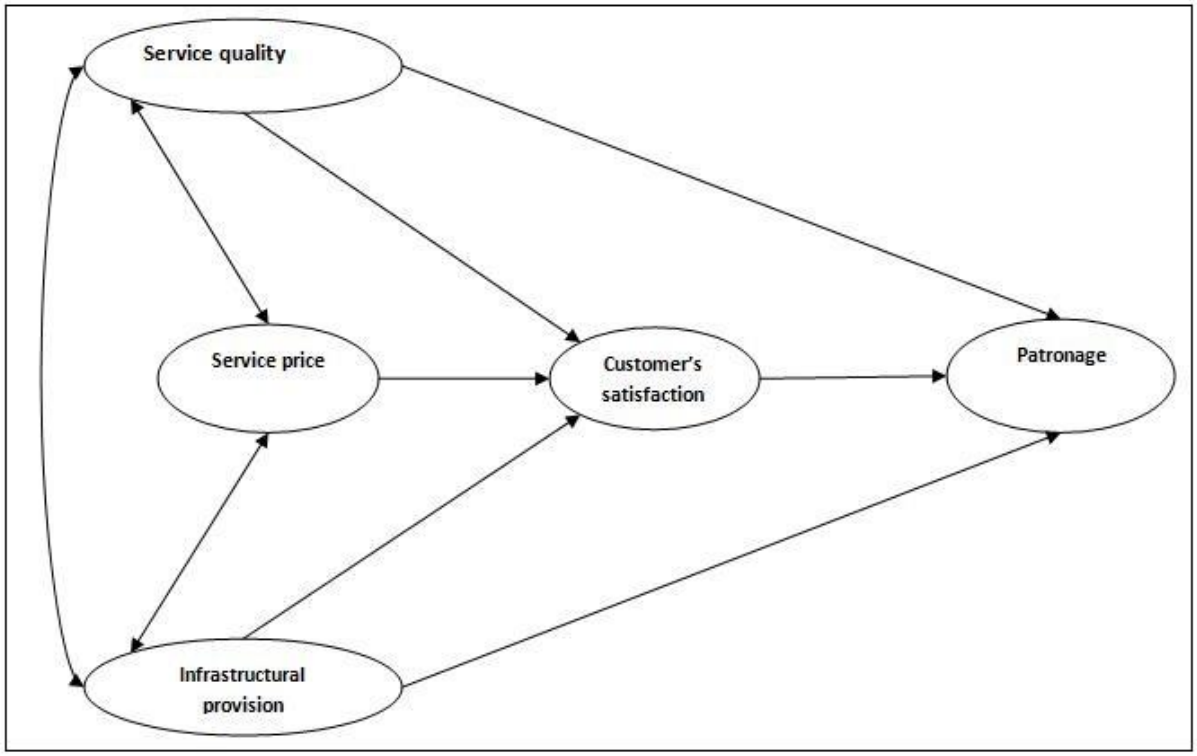

FIGURE 1: Conceptual frame work of the study

3. Methodology

Quantitative method was used as research design in both data collection and analysis stages. Visitors of Yankari games reserve form the population for this study. The samples in this study are the people that visit Yankari games reserve. The size of the sample is 351 which is in conformity with the rule of thumb for a sample size of population size from 2256 according to Barttlet table simplified tables. simple random sampling technique is adopted thus every visitor must have an equal chance of being selected and participated in this research (Keyton, 2014). The instrument that was used in this study is self-administered questionnaire. SPSS was used to test the relationship among the variable in the research and was also used to test the reliability of the instrument. Pretesting of the questionnaire was carried by giving copies to 5 professionals for correction. no wordings were improved and questions added. After pretesting, the questionnaires were distributed to forty (10) visitors of the game reserve for the pilot test to test the reliability of the questionnaire. Results for the pilot study indicated good structure and presentation of the questionnaire. The magnitudes of correlation relationships reported were interpreted using Burris (2005) descriptors, with coefficients >.69 as Very Strong, .50 to .69 as Substantial, .30 to .49 as Moderate, .10 to .29 as weak and .01 to .09 as Negligible.

4. Results

The survey questionnaire was administered after restructuring the questions in the service quality, service price infrastructural provision, customers satisfaction and patronage constructs as required by pilot survey results. The 302 sets of questionnaires were administered to visitors of the Yankari games reserve in the study area. A total number of 217 questionnaires with 62% response rate were retrieved from the study area. A total number of 200 (57%) were used in the analyses after removing incomplete ones and data screening for outliers. Analysis was carried out using frequency to identify missing data and wrong postings, which were treated. Prior to the multiple regression and correlation analyses to answer the research questions, a descriptive analysis was carried out to explore the normality of the data as recommended in Pallant (2011). Results showed that the data achieved acceptable normal distribution with skewness and kurtosis between 1.738 and -9.11; which are within ranges of +-2 as recommended in George and Mallery (2010). However, reliability test was also carried out to measure reliability of constructs. Results indicated that a reliable Cronbach's alpha of .869 for service quality,

0.892 for service price, 0.836, for satisfaction, 0.905 for infrastructural provision, 0.944 for infrastructural preference, and 0.743 for patronage were achieved.

A descriptive analysis was carried out to explore the levels of Service Quality, Infrastructural provision, and Customer's Satisfaction in Yankari Game Reserve, Bauchi and the result was presented in the Table 1.

Table 1: Levels of Service Quality, in Yankari Game Reserve (n=200)

Service quality	Mean	Standard deviation	Ranking
Water supply services	4.12	0.720	1st
Health and safety services	3.98	0.820	2nd
Natural recreational services	3.93	1.079	3rd
Swimming facilities services	3.91	0.963	4th
Electric services	3.82	0.962	5th
Security services	3.75	1.026	6th
Accommodation services	3.75	0.873	7th
Internal conveyance facility	3.75	0.981	8th
Communication facility services	3.75	0.924	9th
Safari services	3.71	0.961	10th
Rescue team & services	3.67	0.973	11th
Other recreational activities	3.66	1.063	12th
Transportation services	3.64	1.013	13th
Response services	3.61	0.971	14th
Sales services	3.49	1.012	15th

It was reported that water supply with the mean 4.12 was ranked 1st as the most crucial Levels of Service Quality, in Yankari Game Reserve by the respondents, and sales services in the area with lowest ranking of 1.012 mean and ranked 18th in the Table 1 above, as indicated by the respondents. Descriptive analyses were also conducted to assess the level of Infrastructure provision in the park in the study area and the results were presented in Tables 2 and 3 below.

Table 2: level of Infrastructure provision in the park (n=200)

Infrastructure provision	Mean	Standard deviation	Ranking
Drainage facility	2.96	1.200	1st
Neighbourhoods recreational facility	2.94	1.108	2nd
Environmental landscaping	2.89	1.144	3rd
Solid waste disposal	2.84	1.146	4th

Fire service facilities	2.81	1.193	5th
Access rood	2.75	1.198	6th
Transportation facility	2.75	1.146	7th
Electric facilities	2.71	1.210	8th
Water facilities	2.71	1.227	9th
Security facilities	2.70	1.161	10th
Public health facilities	2.63	1.014	11th
Communication facilities	2.62	1.059	12th
Market	2.61	1.215	13th

It was drainage facilities in the area with the mean 2.96 was ranked 1st, as the most Infrastructure provided in the park with, while market from the in Yankari games reserved with lowest ranking of 2.61 mean was ranked 13th in Table 2 above.

Table 3: level of customers' satisfaction (n=200)

Construct	Mean	Standard Deviation	Ranking
Water facility	4.00	0.827	1st
Natural and Environmental Landscaping	3.95	0.837	2nd
Transportation facility	3.89	0.825	3rd
Electric facility	3.84	0.819	4th
Health and safety facility	3.77	0.831	5th
Security facility	3.70	0.936	6th
Emergency response facility	3.69	0.882	7th
Communication sign and symbol	3.68	0.850	8th
Communication service facility	3.65	0.831	9th
Solid waste disposal	3.63	0.979	10th
Access road	3.59	1.018	11th
Drainage facility	3.59	0.909	12th
Market /mall	3.49	1.070	13th
Rescue team and fire service	3.47	0.934	14th

It was observed that water facilities in the area with the mean 4.00 was ranked 1st among the rescue team and fire service in the area, with lowest ranking of 3.47 mean was ranked 14th in the Table 3. A correlation was carried out to assess to assess the relationship between service Quality, Service Price and Infrastructural Provision in the study area, the result was presented in the Table 4 below.

Table 4: Relationship between services Quality, Service Price and Infrastructural Provision

		Service quality	Service price	Infras. pro	Satisfaction	Infras pref
Satisfaction	Pearson Correlation	.584**	-.184**	.095		
	Sig. (2-tailed)	.000	.009	.181		
	N	200	200	200		
Infras pref	Pearson Correlation	.038	.190**	-.023	.179*	
	Sig. (2-tailed)	.597	.007	.741	.011	
	N	200	200	200	200	
Patronage	Pearson Correlation	.171*	-.234**	.093	.260**	-.065
	Sig. (2-tailed)	.016	.001	.192	.000	.362
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

There is weak relationship between services price and services quality, and negligible relationship between services price, visitors' satisfaction, infrastructure provided, infrastructure preferred, and patronage. There is substantial relationship between visitors' satisfaction, and services quality, and weak relationship between visitors' satisfaction, infrastructure provided, infrastructure preferred, and patronage. There is also negligible relationship between visitors' satisfaction, and services price. There is weak relationship between infrastructure provided, services quality, visitors' satisfaction, infrastructure preferred, and patronage, and negligible relationship between infrastructure provided, and services price. There is negligible relationship between infrastructure preferred, services quality, and services price, and there is weak relationship between infrastructures preferred, visitors' satisfaction, and infrastructure provided.

Regression analysis was however carried out to assess effect of service quality, service price and infrastructural provision on customers' satisfaction and patronage in the study area as shown in Table 5.

Table 5: Effects of infrastructural provision, services price, and services quality on visitors' patronage

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	df	F	Sig.
1	.270[a]	.073	.059	.65546	3 196	5.131	.002[b]

a. Dependent Variable: Visitors' patronage

B. Predictors: (Constant), Infrastructural provision, Services price, Services quality

The regression result in Table 5 on effects of infrastructural provision, services price, services quality on visitors' patronage indicated the value was R^2 = .073, f (3, 196) = 5.131, p < .005. This means that the independent variable services of infrastructural provision, services price, and services quality explained 7.3% small significant (p<0.005) effect size on visitors' patronage in the study area.

Table 6: Contribution of infrastructural provision, services price, and services quality on visitors' patronage

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.699	.442		8.365	.000
	Services Quality	.148	.092	.116	1.617	.107
	Services Price	.048	.062	.055	.777	.438
	Infrastructural Provision	-.175	.060	-.205	-2.910	.004

However, further evaluating the contribution of each independent variables on the dependent in Table 6 indicate that the variable with largest beta value in the standardised coefficients is -.205 for Infrastructural Provision and making a statistically significant ($p<0.005$) unique contribution to the equation. In contrast, Services Price variable has the lowest beta value of .055 and insignificant ($p=.438$) contribution in explaining the dependent variable visitors' patronage.

The effects of infrastructural preference and satisfaction on visitors' patronage was also assessed and presented in table 7.

Table 7: Effects of infrastructural preference and satisfaction on visitors' patronage

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	df	F	Sig.
1	.283[a]	.080	.071	.65112	2 197	8.608	.000[b]

a. Dependent Variable: Visitors' Patronage

b. Predictors: (Constant), infrastructural preference, Satisfaction

The regression result in Table 7 on effects of infrastructural preference and satisfaction on visitors' patronage indicated the value was $R^2 = .080$, $f(2, 197) = 8.608$, $p < .001$. This means that the independent variable services of infrastructural preference and satisfaction explained only 8% small significant ($p<0.001$) effect size on visitors' patronage in the study area.

Table 8: Contribution of infrastructural preference and satisfaction on visitors' patronage

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.761	.344		8.023	.000
	Satisfaction	.373	.092	.281	4.039	.000
	Infrastructural Preference	-.108	.065	-.115	-1.656	.099

However, further evaluating the contribution of each independent variables on the dependent in Table 8 indicate that the variable with largest beta value in the standardised coefficients is .281 for Satisfaction and making a statistically significant (p<0.001) unique contribution to the equation. In contrast, Infrastructural Preference variable has the lowest beta value of -.115 and insignificant (p=.099) contribution in explaining the dependent variable visitors' patronage.

The effects of infrastructural provision, service price, service quality on visitors' satisfaction was also assed and presented in table 9.

Table 9: Effects of infrastructural provision, service price, service quality on visitors' satisfaction

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	df	F	Sig.
1	.587[a]	.345	.335	.41482	3 196	34.434	.000[b]

a. Dependent Variable: Visitors' Satisfaction

b. Predictors: (Constant), Infrastructural provision, Services price, Services quality

The regression result in Table 9 on effects of infrastructural provision, service price, service quality on visitors' satisfaction indicated the value was R^2 = .345, f (3, 196) = 34.434, p < .001. This means that the independent variable services of infrastructural provision, service price, service quality explained 34.5% large significant (p<0.001) effect size on visitors' satisfaction in the study area.

Table 10: Contribution of infrastructural provision, service price, and service quality on visitors' satisfaction

Coefficients[a]											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.773	.280		6.336	.000					
	Service quality	.554	.058	.576	9.549	.000	.584	.563	.552	.920	1.087
	Service price	-.017	.039	-.025	-.422	.674	.095	-.030	-.024	.959	1.043
	Infrastructural provision	-.040	.038	-.062	-1.050	.295	-.184	-.075	-.061	.953	1.049

However, further evaluating the contribution of each independent variables on the dependent in Table 10 indicate that the variable with largest beta value in the standardised coefficients is .576 for Service quality and making a statistically significant (p<0.001) unique contribution to the equation. In contrast, Service price variable has the lowest beta value of -.025 and insignificant (p=.674) contribution in explaining the dependent variable visitors' patronage.

5. Discussions

This study is based on the analysis of effect of service quality, service price and infrastructural provision on customer's satisfaction and patronage in Yankari games reserve and to analyse the service price and service quality on customer's satisfaction and patronage. It is interesting to note that the perceived impacts could be considerable and significant: Yet management of the park has less consideration on services such as Transportation, response services, and sales service as if

everything is normal. This though may not be unconnected to the fact that there is ineffective fiscal budgeting on internal services. It is also a pointer to the problem of satisfaction with the transportation facility, drainage facility, market and the rescue team services by the visitor.

The results indicated highest levels of service quality in water supply services, health and safety services, natural recreational services and swimming facilities services, while least service quality in response services and sales services respectively. Infrastructural provision results indicated low mean values of less than 3 in all facilities. However, the major facilities provided are Drainage facility and Neighbourhoods recreational facility, while the least are Public health facilities, Communication facilities and Market. The customers were satisfied with all the facilities and services, with mean values above 3 in all questions. However, the level of customers' satisfaction was highest in water facility, natural and environmental landscaping, and transportation facility, while the customers are dissatisfied with market /mall, rescue team and fire service.

There is weak relationship between services price and services quality, and negligible relationship between services price, visitors' satisfaction, infrastructure provided, infrastructure preferred, and patronage. There is substantial relationship between visitors' satisfaction, and services quality, and weak relationship between visitors' satisfaction, infrastructure provided, infrastructure preferred, and patronage. There is also negligible relationship between visitors' satisfaction, and services price. There is weak relationship between infrastructure provided, services quality, visitors' satisfaction, infrastructure preferred, and patronage, and negligible relationship between infrastructure provided, and services price. There is negligible relationship between infrastructure preferred, services quality, and services price, and there is weak relationship between infrastructures preferred, visitors' satisfaction, and infrastructure provided.

Infrastructural provision, services price, and services quality explained 7.3% small significant effect size on visitors' patronage in the study area. Infrastructural Provision is making a significant negative unique effect to the visitors' patronage. Meaning that improvement in infrastructure cannot increase patronage of game reserves significantly. In addition, Services Price has the lowest insignificant contribution in explaining the visitors' patronage. So visitors are not concern much with the services price in game reserves.

Infrastructural preference and satisfaction explained only 8% small significant effect on visitors' patronage in the study area. This means visitors' patronage to game reserves is not solely based on infrastructural preference and their satisfaction with infrastructure provided. Even though, their Satisfaction is making a significant unique contribution to the visitors' patronage, while in contrast, infrastructural preference has insignificant contribution in explaining the visitors' patronage. Hence, emphasis should not be given on personalised infrastructure; the basic infrastructure is enough to attract patronage in game reserves.

However, Infrastructural provision, service price, service quality explained 34.5% large significant effect on visitors' satisfaction in the study area. These are drivers to visitors' satisfaction with the game reserves. However, among them, the services quality is making a statistically significant unique contribution on the visitors' patronage. This means service quality is more important to visitors of game reserves than infrastructure provision and cost of services. In contrast, services price even indicated the lowest and insignificant contribution in explaining the visitors' patronage.

6. Recommendations

It is also recommended that the providers of infrastructural facilities in the park should give more emphasis on health and safety facilities, transportation facilities, rescue facilities, electricity facilities, communication facilities and security facilities to meet above the visitor's service quality expectation and therefore lead to the higher satisfaction. There is a need to re-innovate, promote and encourage the use of more internal conveyance facilities and services it provide as it helps in developing visitors patronage to the park and give favourable atmosphere for revisiting. The infrastructural provision in the area should be based on the basic requirements not visitor's preference. This will lead to the optimal utilization of facilities provided and visitors willing to patronize. There is need for effective policy implementation to address the problems of lack of quality service; as it indicated more relevance than service price, and inadequate infrastructural facilities provision.

However, as inefficient service quality, service price, and infrastructural provision have adverse effect on customers' satisfaction and patronage to the area, such problems can be solved by improvement in the quality of service to be render, fairness of service price and number of infrastructural provision such as transportation facility, internal conveyance facility, rescue team, security, communication facilities and electricity facilities to visitors. Increase transportation facility can eases movement for the visitors. There is need for improvement in continues service quality monitoring and measurement. Visitors'

feedbacks should be monitored closely, to identify vital areas that can attract patronage. There is need to conduct more extensive studies in other recreational/tourism centres to be able to generalize the results of this study to other game reserves, parks, and recreational/tourism centres.

7. Conclusion

This research reports the results of a survey undertaken on assessing the effect of service quality, service price and infrastructural provision on customers' satisfaction and patronage. From the results it appears that highest levels of service quality in water supply services, health and safety services, natural recreational services and swimming facilities services, while least service quality in response services sand sales services. Visitors were satisfied with all the facilities and services. Hence, visitors are not concern much with the services price in game reserves. In addition, Services Price has the lowest insignificant contribution in explaining the visitors' patronage. Hence, visitors are not concern much with the services price and physical infrastructure in game reserves. As visitors' patronage to game reserves is not solely based on infrastructural preference and their satisfaction with infrastructure provided, emphasis should not be given on personalised infrastructure; the basic infrastructure is enough to attract patronage in game reserves. Service quality is more important to visitors of game reserves than infrastructure provision and cost of services. In contrast, services price even indicated the lowest and insignificant contribution in explaining the visitors' patronage. These are the findings in these study and we recommend that

if emphasis can be given in tackling the issues addressed in this study can provide a sustainable patronage by visitors as well as growth and development in game reserve investments.

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