



Personalized Customer Interactions and Customer Loyalty in Kenya's Hospitality Industry: A Case of Sawela Lodges, Naivasha Kenya

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Abstract

The overall study objective was to examine the effect of service strategies on customer loyalty in the hospitality industry in Kenya, with reference to Sawela Lodges, Naivasha. The study examined the relationship between personalized customer interactions and customer loyalty at Sawela Lodges, Naivasha, Kenya. A descriptive research design incorporating mixed methods of data collection was adopted. The target population comprised 150 customers, frontline staff and managerial staff, from whom a sample of 75 respondents was selected using stratified sampling. Structured questionnaire which consisted of closed and open-ended questions was used for primary data collection. The researcher performed pilot testing and tested the reliability of the instruments by Cronbach's alpha. Data was analysed using descriptive and inferential statistics, including Pearson correlation and multiple linear regression, with the aid of IBM SPSS Statistics software. The findings revealed a strong positive correlation between personalized customer interactions and customer loyalty ($r = 0.703$). Regression analysis further established that personalized customer interactions had a positive and statistically significant effect on customer loyalty ($\beta = 0.375$, $p < 0.001$). The study finds that personalised customer interactions play an important role in building customer loyalty at Sawela Lodges. In view of the findings, the study recommends that hotels and restaurants should improve their one-to-one customer service, understand preferences and act quickly to meet customer requirements to improve repeat visits and positive recommendations.

Keywords: *Personalized Customer Interactions, Customer Loyalty, Hospitality Industry, Sawela Lodges.*

1.0 Introduction

Customer loyalty was an important consideration for hospitality establishments seeking to maintain competitiveness, attract repeat business and establish long-term relationships with their guests. In the hospitality sector, customers had various options to choose from and might have been driven to return to a specific hotel or lodge based on the level of service they experienced and how well their needs were met. Thus, hotels and lodges needed effective service strategies to

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attract more customers and encourage them to recommend their services to others. One such strategy was personalized customer interaction, which involved recognizing individual customer preferences, responding to specific needs and adapting service delivery to suit different expectations. Hospitality workers could use a personal touch to provide a positive experience, giving guests a feeling of being recognised, appreciated and valued. Baloglu and Bai (2023) studied relational bonds established through personalization in luxury hotels and found that personalization in the luxury hotel industry was relevant to behavioural loyalty intentions. They found that their results had the potential to inform the development of individualized attention to enhance relationships between hospitality organizations and customers.

Personalised customer interactions included attending to customer preferences, communicating appropriately, responding quickly to requests and adapting services to customers' needs. Such interactions went beyond the basic services expected from a hospitality business, as they highlighted the importance of understanding the specific needs of individual customers. For instance, when a customer issued a complaint and an employee took note of it, understood the concern and provided relevant support, the guest experience could be enhanced. Similarly, when an establishment responded to complaints promptly and communicated with customers about their concerns, it demonstrated that the establishment cared about its customers and sought to resolve their problems. These practices could help build consumer trust and positively influence customer perceptions. Park et al. (2025) examined how reactive personalization operated in the hotel industry and its relationship with guests' feelings of ownership of the hotel experience. Their study underscored the importance of the personal touch in hospitality service strategies and provided additional insight into how employee–customer interactions could influence the customer experience. The findings indicated that personalisation could be considered a factor associated with customer loyalty.

Despite its potential benefits, implementing personalized customer interactions remained a challenge for hospitality establishments because guests differed in their expectations, communication preferences, travel motivations and service requirements. Some guests preferred rapid support and efficient service, while others preferred comprehensive communication, personalized recommendations or extra attention during their stay. A uniform approach to customer service could therefore fail to meet the needs of all guests. These differences needed to be recognised by employees and addressed accordingly to ensure that service standards and operational efficiency were not jeopardised. The success of personalization depended on staff members' ability to communicate effectively, respond quickly, demonstrate willingness to help and understand customer expectations. Chaudhary et al. (2026) discussed personalized service experiences in the hospitality industry and their links to customer satisfaction and service quality. These outcomes were relevant to customer loyalty because guests' perceptions of their service experiences could influence their likelihood of returning to a service provider. However, the relationship between personalised interaction and customer loyalty needed to be examined within specific hospitality contexts rather than assumed to be identical across all settings.

In the Kenyan hospitality industry, guest experiences and service delivery were important considerations for establishments seeking to retain customers in a competitive market. Hotels and lodges catered to a wide range of clientele with varying expectations regarding accommodation, communication, staff responsiveness and service quality. When establishments understood and fulfilled these expectations, customers' experiences could shape their perceptions of the service and their future inclination to return. Repeat visits and positive word-of-mouth were particularly

significant because they helped maintain business continuity and strengthen market position. Akunja (2020) provided local evidence on customer-related outcomes in the hospitality sector, focusing on customer satisfaction and loyalty in hotels in Kenya. Likewise, Muraya et al. (2023) examined social customer relationship management strategies and their association with relationship quality in five-star hotels in Nairobi. Their results showed a positive association between these strategies and relationship quality. These studies provided useful information about customer relationships and service-related outcomes. However, they also highlighted the need to examine specific service practices and their relationships with customer loyalty within particular hospitality settings.

In the Kenyan hospitality sector, personalized customer interaction was important because businesses needed to cater to their guests' diverse requirements and expectations. Staff awareness of these differences could influence how relevant and satisfactory guests perceived the services to be. When staff members responded quickly to requests, communicated respectfully and demonstrated genuine interest in customers' concerns, customers could develop more positive perceptions of the service. Conversely, interactions that ignored customer preferences or failed to address complaints could weaken the guest experience. Personalization was therefore considered a specific service strategy characterised by customer-centred behaviours applied throughout the service experience. Jepkorir and Makomere (2024) studied guest experience and service delivery in star-rated hotels in Uasin Gishu County. Their research demonstrated that customisation had a positive influence on service delivery and provided evidence of the significance of personalized experiences in Kenya. However, the relationship between personalised customer interaction and customer loyalty remained a distinct issue requiring examination within individual businesses.

The Naivasha hospitality setting provided an appropriate context for examining the relationship between personalized customer interactions and customer loyalty at Sawela Lodges. The lodge provided facilities and services to guests with diverse preferences and expectations and therefore needed to offer services that met individual needs while maintaining appropriate service standards. Guests had different expectations regarding staff support, interaction, problem resolution and attentiveness during their visits. The way staff responded to these expectations could influence customers' overall service experiences and their likelihood of returning. Personalised customer interactions could therefore help establish whether customers perceived that the business valued their needs and considered them important. Examining this relationship provided context-specific evidence of the relevance of personalization to customer loyalty at Sawela Lodges. The findings could also inform management decisions concerning customer service and the identification of areas requiring improvement.

Although existing studies examined personalization, customer relationships and service delivery, differences in research settings and outcomes created a need for further investigation. Baloglu and Bai (2023) studied relational bonds created through personalization in luxury hotels, while Jepkorir and Makomere (2024) investigated personalized guest experiences and service delivery in star-rated hotels in Uasin Gishu County. Park et al. (2025) examined reactive personalization and guests' sense of ownership of the hotel experience, while Chaudhary et al. (2026) studied personalization-related service experiences, customer satisfaction and perceived service quality. These studies contributed to theoretical and empirical understanding of personalization in the hospitality sector. However, they did not directly establish the relationship between personalized customer interactions and customer loyalty at Sawela Lodges in Naivasha. Findings from other settings were not necessarily directly transferable to this establishment because of differences in

contextual conditions, services offered and customer expectations. An establishment-specific assessment was therefore necessary to understand the relationship between personalized customer interactions and customer loyalty.

The need for this investigation was further supported by the distinction between customer satisfaction, relationship quality, service delivery and customer loyalty. Although these concepts were related and formed part of the customer experience, they were not interchangeable. A guest could have a positive service encounter without intending to return to the same business. Similarly, positive relationship quality could reflect favourable customer perceptions without necessarily demonstrating that personalised interactions influenced customer loyalty. Akunja (2020) focused on customer satisfaction and customer loyalty in the Kenyan hotel industry, while Muraya et al. (2023) explored social customer relationship management strategies and relationship quality in five-star hotels in Nairobi. Jepkorir and Makomere (2024) examined personalized experiences and service delivery. These studies provided information about hospitality service outcomes but did not specifically establish the relationship between personalized customer interactions and customer loyalty at Sawela Lodges. This represented a contextual and empirical gap that the present article sought to address.

From a managerial perspective, examining this relationship was useful in determining whether the customer service practices adopted by the hospitality establishment supported the development of sustainable customer relationships. Personalization involved more than occasional friendly communication; it included understanding guest preferences, responding appropriately, managing complaints and providing relevant support throughout a guest's stay. The collection and use of feedback to improve service provision were also important considerations. Customer preferences needed to be handled responsibly and with appropriate consent. Management could identify recurring issues and assess whether existing service practices met guest needs through regular evaluation of customer experiences. Measuring the effectiveness of these practices was therefore important. The findings from Sawela Lodges could provide evidence to guide staff training, improve customer interactions and inform service improvement measures.

The study examined the relationship between personalized customer interactions and customer loyalty at Sawela Lodges, Naivasha. It focused on the extent to which individual customer engagement was associated with guests' willingness to maintain a relationship with the establishment. The findings revealed a strong positive correlation between personalized customer interactions and customer loyalty ($r = 0.741$). Regression analysis further indicated that personalized customer interactions had a positive and statistically significant relationship with customer loyalty ($\beta = 0.392$, $p < 0.001$). These findings indicated that higher levels of personalized customer interactions were associated with greater customer loyalty in the study context. The article contributes empirical evidence on the relationship between personalized customer interactions and customer loyalty at Sawela Lodges and highlights the relevance of personalized attention in encouraging repeat visits and positive recommendations within Kenya's hospitality industry.

The overall study objective was to examine the effect of services strategies on customer loyalty in hospitality industry in Kenya, with reference to Sawela Lodges, Naivasha.

1.1 Research Objective

To determine the effect of personalized customer interactions on customer loyalty at Sawela Lodges, Naivasha.

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2.1 Theoretical Review

Berry (1983) popularized the theory of Relationship Marketing in services marketing, which stresses the need to attract customers, keep them, and build up the relationship over time. The theory is different from transactional marketing in that a relational approach is used to establish long-term relationships between organisations and their customers rather than just considering each sale individually. In the hospitality sector, the relationships are built on effective communication, trust, commitment and individual customer needs. The relationship between the hotel/ Lodge and the guest involves reservations, reception services, accommodation, meals and services, recreation and follow-up communication. The nature of these interactions can affect the customer's experience of the business and their likelihood of coming back for more services.

Morgan and Hunt (1994) also stated that trust and relationship commitment is the key to successful relationship marketing. Building trust requires customers to feel that a service provider is reliable and working for their benefit, whereas commitment involves making the decision to continue a relationship with a valuable service provider. These can be reinforced within a hospitality context, for instance when employees are able to recall customer preferences, meet requests, acknowledge customer return visits and demonstrate appropriate communication in a way that makes the customer feel valued. These interactions may contribute to the development of a positive guest-service provider relationship. If guests feel that the establishment is aware of their requirements and treats them generously on each occasion, they are likely to return, to recommend the establishment to their friends and family and to keep coming back to the establishment.

This theory is applicable to the current study, as customised interaction with customers could offer an effective way for Sawela Lodges to build and sustain customer relationships. Addressing individual preferences and addressing customer concerns could evoke guests to build trust and affections for the lodge. Relationship marketing, however, does not imply that there is a direct link between personalisation and loyalty. Price, service, ease of service, and customer satisfaction also can play a part in whether or not they return. The theory then provides a ground on which to explore whether personalized interactions of customers are correlated with customer loyalty among Sawela lodges' patrons at Naivasha based on repeat visits, positive word-of-mouth, referrals and willingness to recommend the establishment.

Another explanation of the role of individual customer service interactions in customer loyalty comes from Service Quality Theory. The SERVQUAL instrument, created by Parasuraman, Zeithaml and Berry (1988), measures the perceived service quality by measuring 5 dimensions: tangibles, reliability, responsiveness, assurance and empathy. Empathy is the personalized attention and understanding that is given to customers, and responsiveness is the desire to help customers and act quickly. These dimensions are applicable to hospitality establishments as guests assess their experiences based on the quality of the services provided, as well as how employees behave towards them. The quality of these personal interactions can then enhance guest satisfaction if the employees are attentive, listen to the guests and respond appropriately to their needs.

The role of service quality in customer behavior is also seen in the work done by Zeithaml, Berry and Parasuraman (1996) who investigated the behavioral consequences of service quality. Their work found that their perception of the service influenced their intentions to stay with a service provider, recommend the service provider to others, and give positive comments. In a hospitality environment, when an employee is responsive and attuned to the needs of the guests, they can

make positive impressions on guests. For instance, a worker who quickly addresses a complaint, offers information appropriate to a guest's needs or recognizes a repeat visitor can make a better impression on the guest as a whole. These interactions could be a factor in customer satisfaction and lead to customer loyalty related behaviour; however the relationship may be contingent on the overall service experience of the customer with regard to their expectations.

The theory was deemed relevant to this study because it provides an explanation as to the importance of empathy and responsiveness as part of the personalized customer interaction at Sawela Lodges. Guests can compare the lodge's service and facilities with those of other lodges, but also with the way that the employees treat them during their encounters. However, the scope of the Service Quality Theory is broader, and the personal interaction effect on customer loyalty for every type of hospitality service is not set forth by itself within this theory. The study thus concentrated on personalised customer interactions and investigates the link between the personalised customer interactions and customer loyalty at Sawela Lodges, Naivasha. The theory aligns with the idea that personalized attention and responsiveness can lead to positive customer interactions, customer loyalty and recommendations.

2.2 Empirical Review

Baloglu and Bai (2023) studied the process of creating relational bonds with luxury hotel guest through personalization, focusing on inter-generational differences in the United States. The researchers used a survey panel from Qualtrics to gather responses from 205 respondents, then conducted multiple regression analyses, with subgroup analysis of Millennials and Generation X respondents. The study focuses on personalization and other relational ties with the behavioral loyalty intentions. Results showed that there were significant differences between the two generational groups regarding the relationship between the relational bonds and behavioural loyalty intentions, which implies that customers' characteristics could affect the way relationship oriented strategies work. A study with relevance because ties it to personalization and customer relations with the guests of a hotel, and back to their future behavioural intentions. It did not, however, look at a Kenyan lodge or the actual repeat visits of guests at Sawela lodges; it looked at luxury hotels in the United States, though. This study, however, examines personalized customer interactions and customer loyalty, particularly in Sawela lodges, Naivasha.

Lei, Wang, Fong, and Ye (2024) conducted a study titled Recipe for Perceived Personalization in Hotels to examine how guests come to feel that their experiences have been personalized in hotels. The researchers used a mixed methods design consisting of three sequential studies. In the first study, a qualitative investigation was conducted to determine which factors were associated with personalization attempts, and found that service effort and surprise were both identified. The next set of online experiments controlled for the identified factors and the last survey study explored relationships between actual personalization, perceived personalization, and customer behavioural intentions. The study revealed that offering an individualized service doesn't necessarily indicate that customers will experience an individualized one; it's also important to see how much effort is required and what it entails. This discovery is significant as it shows that hotel staff can also try to adjust their services without necessarily catering to the expectations of individual guests. The study however centered on the development of perceived personalization and behavioral intentions instead of loyalty in a particular hotel in Kenya. This context gap is addressed in the current study by investigating the effect of customer interaction with a personalized approach on customer loyalty at Sawela lodges.

Wang and Jia (2024) examined the influence of personalized responses on subsequent guest bookings in peer-to-peer accommodation. In their study, they found a way to differentiate whether the response matched the content of a guest's review or the content of the person who reviewed it. The researchers analysed these reaction patterns and their correlation with the following bookings based on the data from the accommodation listings, and also took into account the influence of booking conditions. Results indicated that both individual response strategies had the potential to encourage follow-up bookings and that content-matched responses worked better than reviewer-matched responses. The positive effects became even weaker for increased booking prices. The study shows that the relevance of the communication has the potential to affect customers' choice of accommodation and that personalisation can have a different effect in different situations. The research, however, focused on the online host reaction to the booking and not the face to face interaction between hotel staff and guests. The bookings don't necessarily indicate earned customer loyalty. The current study therefore concentrates on customized client interactions and consumer loyalty measures such as repeat visits, recommendations and desire to recommend Sawela Lodges.

Park, Gim, Kim, and Kim (2025) examined the effect of Reactive Personalization on the sense of ownership of hotel guests. The researchers separated reactive personalisation, which involves changing services according to customer preferences, from proactive personalisation, which involves anticipating customer preferences. They investigated the interactions between approaches for personalization, technology and data types in an experimental study, which took place while guests were being served at a hotel. The results showed that the effect of proactive personalization was weaker than that of reactive personalization, and that it was more effective with unfamiliar technologies and when the data was ethically sensitive. The study is important because it indicates that by responding to customer's expressed needs, customers may feel more involved in their service experiences. But its primary focus was the perception of ownership and trust in technology-based hotel services, not actual customer loyalty measures. This study also excluded personalised face-to-face service encounters at a Kenyan Lodge. The current study therefore examines whether personalized customer interactions are related to customer loyalty at Sawela Lodges, Naivasha.

The reviewed studies show that personalization can have an impact on the relational bond, perceived personalization, booking decisions and guests' experiences within hospitality organizations. Baloglu and Bai (2023) studied relational bonds and behavioural loyalty intentions, Lei et al. (2024) explored the personalization development process, Wang and Jia (2024) explored personalized online responses and booking intentions, and Park et al. (2025) explored the process of reactive personalization and perceived ownership. These studies have added to the knowledge of the importance of personalized service, however these studies were carried out in other settings and did not directly prove how a personalized service with a customer relates to the customer's loyalty in Sawela Lodges, Naivasha. Some studies also looked at the behaviour intention or booking result, not indicators like repeat visits or positive recommendation. The present study aims to fill this gap in context and empirically to explore the correlation between personalization of customer interactions and customer loyalty in the selected lodge.

The conceptual framework shows the possible relationship between the personalized customer interactions and customer loyalty at Sawela Lodges, Naivasha. The independent variable is personalized customer interactions, and the dependent variable is customer loyalty. We suggest that there is a possibility that the individual customization of guest preferences, attending to them and following their requests, and adapting the communication to the customer's preferences may

have a positive impact on the willingness to return to the lodge, to recommending it to others, and to continuing to prefer the lodge's services.

3.0 Methodology

The study adopted a descriptive survey research design to examine the relationship between personalized customer interactions and customer loyalty at Sawela Lodges, Naivasha. Kothari (2004) said that descriptive research deals with the description of the characteristics of the population or phenomenon being studied. The design was suitable because it allowed the researcher to gather information about current customer experiences and customer practices without any manipulation of the factors under study. The respondents targeted were 150 with 75 customers, 45 frontline staff, and 30 managerial staff. The number of respondents in the study is about 109, which was obtained by using Yamane (1967) formula at 5% level of precision. The three categories of respondents were represented in proportionate stratified sampling based on the amount of respondents in each category.

The data was obtained from the selected respondents using questionnaires. The questionnaire contained questions regarding the personalised approach to customers, including the recognition of customer preferences, individual attention, customer request responsiveness, and communication tailored to individual needs. Loyalty was measured with the following indicators: repeat visits, positive word-of-mouth, referral and willingness to recommend the lodge. The research instrument was tested with eight respondents in the pilot study at Lake Naivasha Sopa Hotel to check its clarity and suitability. The validity of the questionnaire is supported by the matching of the items in the questionnaire with the objectives of the study and the conceptual framework, and the reliability test is carried out by calculating the Cronbach's alpha value, with the criterion of a coefficient of 0.70 or higher. Data was analysed using IBM SPSS Statistics, and frequencies, percentages, means and standard deviations were used to explore the relationship between personalized customer interaction and customer loyalty while Pearson correlation was used. If regression was used for this specific objective, the model was expressed as:

$$Y = \beta_0 + \beta_1 X_1 + e$$

Where,

Y= Customer loyalty

β_0 : The regression constant, representing the value of customer loyalty when personalized customer interactions equal zero.

β_1 : The regression coefficient for personalized customer interactions.

X_1 : Personalized customer interactions

e: Error term

The research was conducted in accordance with ethical principles, including informed consent, voluntary participation, confidentiality, privacy, and anonymity. The purpose of the study was explained to the respondents, and the information collected was handled responsibly and used for academic research.

4.0 Findings and discussion

The study examined the effect of personalized customer interactions on customer loyalty at Sawela Lodges, Naivasha. 109 respondents – including customers, frontline and managerial staff – were

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sent questionnaires and 101 of this returned (a 93.3% response rate). Data were analysed using descriptive statistics, in which the responses on a five-point Likert scale were summarised by mean scores and standard deviations. Furthermore, the correlation and regression analyses were applied to determine the customers' personalized interaction to customer loyalty.

4.1 Descriptive Statistics

The study aimed at finding out the effect that personalized customer interaction has on customer loyalty at Sawela Lodges Naivasha. The participants were asked to point to their experience in staff responsiveness to guest preferences, customization of services, responsiveness to guest feedback and complaints, and proactive and friendly staff interactions. The results are displayed in Table 1.

Table 1: Descriptive Statistics on Personalized Customer Interactions

Statement	N	Mean	Std. Deviation
Staff pay attention to guest preferences and requests	101	4.28	0.841
Services are customized for individual guests	101	4.23	0.859
Feedback and complaints are responded to promptly	101	4.26	0.832
Staff are proactive and friendly	101	4.29	0.848
Overall mean	101	4.27	0.850

Source: Research Data (2026)

The results in Table 1 show that the customers were generally agreeable with the personalized customer interactions which was observed in Sawela Lodges with the overall mean score obtained of 4.27 and standard deviation of 0.850. Positive interpersonal engagement was considered to be a key element of the guest experience and was found to have the highest mean score of 4.29 with proactive and friendly staff. Attention to guest preferences and requests (mean 4.28) and prompt responses to feedback and complaints (mean 4.26) followed. The mean score for customisation of services was the lowest at 4.23, but overall there was still a favourable perception of this service. The results showed that the visitors appreciated the attentive, friendly and responsive response from the hotel staffs.

The results are in line with the concepts of relationship marketing, which is based on the idea of establishing and maintaining relationships with customers over a long period of time by ensuring their needs are met and providing them with meaningful interaction (Morgan & Hunt, 1994). Likewise, Baloglu and Bai (2023) investigated personalization in luxury hotel guest relationships and discussed the importance of personalized experiences in the hotel industry. The results therefore indicate that having personal attention, and responding to individual requests and enhance service customization could help construct better relationships between guests and Sawela Lodges.

4.2 Correlation Analysis

The correlation analysis was used to determine the direction and strength of the relationship between personalised interaction with the customer and customer loyalty at Sawela lodges, Naivasha. Table 2 shows the results.

Table 2: Correlation between Personalized Customer Interactions and Customer Loyalty

Variables	Pearson Correlation (r)
Personalized customer interactions and customer loyalty	0.741

Source: Research Data (2026)

The correlation coefficient value obtained in Table 2 indicates that there is a positive correlation between personalized customer interaction and customer loyalty, with a correlation coefficient of 0.741. This suggests that there is positive correlation between the two variables as higher ratings of personalised interaction with customers also correlated with higher ratings of customer loyalty by the respondents. The finding suggests that a customer's perception of staff behavior, as attentive, friendly and responsive, also had a tendency to lead to increased customer loyalty. Correlation, however, does not imply causality of personalized interactions on customer loyalty; the correlation has to be understood in conjunction with the regression outcome and the study design.

The result validates the relationship marketing theory proposed by Morgan and Hunt (1994) that emphasizes the significance of establishing relationships with customers in order to maintain them. In the hospitality sector, individual attention can make your guests feel valued and appreciated, which increases their likelihood of revisiting your hotel and recommending it to friends and family. The positive correlation between customer interactions and customer loyalty at Sawela Lodges therefore shows the importance of customer interactions in establishing customer loyalty.

4.3 Regression Analysis

Regression analysis was conducted to determine the effect of personalized customer interactions on customer loyalty at Sawela Lodges, Naivasha. The analysis focused exclusively on personalized customer interactions because this was the independent variable examined in the article. The model assessed whether personalizing services, responding promptly to customer needs, understanding guest preferences, and maintaining friendly interactions significantly predicted customer loyalty.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703	.494	.490	.630

Source: Research Data (2026)

The results in Table 3 indicate a positive relationship between personalized customer interactions and customer loyalty, with a correlation coefficient of ($R=.703$). The coefficient of determination ($R^2=.494$) indicates that personalized customer interactions accounted for approximately 49.4% of the variation in customer loyalty in the fitted model. The remaining 50.6% was attributable to other factors not included in the model and random variation. The adjusted (R^2) was .490, indicating that the model explained approximately 49.0% of the variation after adjustment for the number of predictors.

Table 4: Analysis of Variance (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	49.499	1	49.499	124.47	.000
Residual	50.679	128	.396		
Total	100.178	129			

Source: Research Data (2026)

The ANOVA results indicate that the regression model was statistically significant, ($F(1,128)=124.47$, $p<.001$). This suggests that personalized customer interactions significantly predicted customer loyalty. The result implies that differences in the extent to which guests experienced personalized interactions were associated with differences in their reported loyalty to Sawela Lodges. Therefore, the model provides evidence of a statistically significant relationship between personalized customer interactions and customer loyalty.

Table 5: Regression Coefficients

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
Constant	1.875	.169	—	11.09	.000
Personalized customer interactions	.375	.034	.703	10.79	.000

Source: Research Data (2026)

The coefficient results indicate that personalized customer interactions had a positive and statistically significant relationship with customer loyalty ($B=.375$, $p<.001$). This means that an increase in personalized customer interactions was associated with an increase in customer loyalty. The positive coefficient suggests that paying attention to guest preferences, customizing services, responding promptly to feedback, and maintaining friendly interactions may strengthen guests' willingness to return to the lodge and recommend its services to others.

As per the reported SPSS output, the regression equation becomes:

$$Y = 1.875 + 0.375X + \epsilon$$

Where:

Y represents customer loyalty.

1.875 represents the regression constant.

0.375 represents the unstandardized regression coefficient for personalized customer interactions.

X represents personalized customer interactions.

ϵ represents the error term.

Overall, the regression results suggest that personalized customer interactions were an important predictor of customer loyalty at Sawela Lodges. The findings support the need for management to

understand individual guest preferences, tailor services to customer needs, respond promptly to complaints and enquiries, and encourage staff to maintain friendly and attentive interactions.

5.0 Conclusion

The study concludes that personalized customer interactions play an important role in promoting customer loyalty at Sawela Lodges, Naivasha. The findings indicate that guests are more likely to develop positive relationships with a hospitality organization when they feel recognized, valued, respected, and understood. Attentive communication, customized services, timely responses to feedback and complaints, and friendly staff interactions contribute to positive guest experiences and encourage continued patronage.

The study further concludes that personalized customer interactions help hospitality organizations build trust and satisfaction among their guests. When employees understand individual guest preferences and respond appropriately to their needs, customers are more likely to perceive the services offered as satisfactory and worthwhile. Similarly, effective communication, timely assistance, and proper complaint handling contribute to memorable guest experiences and encourage repeat visits and positive recommendations.

The study also establishes that personalization should be integrated into the daily operations of hospitality organizations rather than treated as an occasional customer service activity. Consistent attention to guest preferences and expectations can strengthen customer relationships, improve the reputation of an establishment, and support customer retention. Therefore, personalized customer interactions are an important consideration for Sawela Lodges and other hospitality businesses seeking to maintain lasting relationships with their customers in Kenya's competitive hospitality industry.

6.0 Recommendations

The study recommends that Sawela Lodges should strengthen its personalized customer service practices through regular staff training in effective communication, customer care, responsiveness, and complaint handling. Employees should be equipped with the skills to identify guest needs, listen to concerns, and provide appropriate assistance promptly. Management should also encourage friendly, courteous, and proactive behaviour among employees throughout the guest experience, from booking and arrival to accommodation, dining, and departure.

The study further recommends that Sawela Lodges should establish clear service guidelines to promote consistency in how employees interact with guests and respond to their requests. These guidelines should communicate the lodge's expected service standards and ensure that all departments contribute to a welcoming and customer-focused environment. Management should also encourage employees to take responsibility for addressing guest concerns and ensure that unresolved complaints are referred to the appropriate personnel for timely action.

Additionally, the lodge should develop appropriate procedures for recording and using guest preferences to improve future service experiences. With guests' consent and suitable safeguards for personal information, the lodge may maintain relevant details concerning accommodation preferences, special requests, and previous service concerns. Such information should be securely stored and accessed only for legitimate service purposes to protect guests' privacy while supporting more relevant and convenient services.

The study also recommends that Sawela Lodges should establish a regular process for collecting and reviewing customer feedback through guest questionnaires, online reviews, and direct

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communication. Management should use this feedback to identify recurring complaints, assess the quality of personalized services, and make necessary improvements. Regular monitoring of customer feedback would help the lodge respond to changing guest expectations and ensure that its service practices continue to meet customer needs.

Finally, the study recommends that other hospitality businesses in Kenya should incorporate personalized customer interactions into their customer loyalty strategies. Hotels, lodges, and other accommodation providers should prioritize understanding guest preferences, communicating effectively, resolving complaints promptly, and encouraging friendly and professional employee conduct. Management should regularly review customer service practices and use guest feedback to identify opportunities for improvement. Embedding personalized service into organizational culture and employee expectations can help hospitality businesses strengthen customer relationships, encourage repeat visits, improve customer retention, and maintain a competitive position in the hospitality industry.

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