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Customer Satisfaction and Repurchase Intentions in Hotels During the Exchange Rate Change in Egypt: A Comparative Study Based on Demographic and Tripographic Attributes

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Keywords

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Repurchase Intentions
Demographic Attributes
Tripographic Attributes

Abstract

Even though the exchange rate significantly boosted the tourism industry in Egypt, future fluctuations could also cause tourist apprehension and affect inbound tourism flows. Therefore, understanding customer satisfaction and repurchase intentions is vital for predicting future purchasing behaviors in hotels. Based on the current exchange rate change impacts on prices and customers' evaluations of products and services in hotels and a lack of previous studies that dealt with the topic in Egypt, the research investigates the difference in customer satisfaction and repurchases intentions in hotels during the exchange rate change in Egypt, focuses on demographic and tripographic attributes such as nationality, gender, income, and hotel classes. Both paper-based and web-based questionnaires were distributed to a stratified random sample of 384 guests in three, four, and five-star hotels in the Red Sea and Luxor governorates during the exchange rate change in Egypt. The results revealed that, there is no significant difference between male and female guests in terms of customer satisfaction. On the other hand, there is significant difference between male and female guests in terms of repurchase intentions. Moreover, there is significant difference in customer satisfaction and repurchase intentions in hotels based on guests' nationality and income-levels during the exchange rate change in Egypt. Additionally, there are significant differences in customer satisfaction and repurchase intentions in hotels based on guests' nationality and the hotel classes (three, four, and five-star) during the exchange rate change in Egypt. Furthermore, this research contributes to filling a knowledge gap and offers practical implications.

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Introduction

The exchange rate is a critical factor in economic policy and financial stability (Rady, Abou Elezz & Abdel-Aziz, 2021). Changes in exchange rates affect foreign operations, cash flows, and business profits (Bhargava & Konku, 2023). The selection of an exchange rate regime plays a pivotal role in shaping a nation's monetary conditions (Rady et al., 2021). Floating exchange rate systems involve central banks meticulously aligning rates with market values to achieve political stability, curb inflation, mitigate global currency fluctuations, and attract investors (Abozied, 2021). In the context of economic dynamics, exchange rates influencing macroeconomic conditions and national value indicators in global economic relations (Orudzhev & Isazadeh, 2017). Understanding the impact of exchange rate changes on key economic indicators such as the Consumer Price Index (CPI), as an economic statistic used to calculate average change prices of goods and services consumed (Tawfiq, 2022; Hussain, Bashir, Wang & Wang, 2023). Furthermore, Agustina and Permadi (2023) found that the money supply and exchange rate have a positive influence on the inflation rate. The theory purchasing power parity (PPP) posited that exchange rates equalize prices of identical goods in different countries, if an exchange rate change causes price discrepancies, arbitrage occurs, leading to price adjustments or both (Vo & Vo, 2022). Moreover, Hendriks and Bonga-Bonga, (2022) stated that the sudden EGP devaluation, leading to a steeper gradient in the country's CPI, similar to the PPP context.

The exchange rate acts as a significant instrument that influences various aspects, including tourism demand (Al-Adgham, Baha Al-Din & Hammoud, 2021). The hospitality industry has been substantially affected due to the devaluation of the Egyptian pound (EGP) caused by exchange rate decisions from 2016 to 2023 (Rady, Abdelaziz & Touni, 2023). The depreciation of the EGP against the other currencies presents a dual impact on the tourism industry. On one hand, the devaluation enhances the affordability of the Egyptian destination, potentially driving an increase in tourist demand (Abozied, 2021), and resulting in attract global tourism investments to Egypt (El Baradei, 2019; Harb, 2019). However, Muharam and Tussyadiah (2023) stated that exchange rate volatility may decrease tourism inflows, suggesting that tourists may face difficulties in estimating prices in volatile destinations. In the specific case of Egypt, the hospitality industry is influenced by economic policies and exchange rate fluctuations, which prompting hotels to prioritize value based on customer purchasing power (Rady et al., 2023). In response to these challenges, customer behavior becomes imperative for organizational decision-making and correlation with overall profits (Baabdullah & Ansari, 2020). Therefore, understanding the influence of economic factors on customer attitudes and behaviors is crucial for businesses, especially in the hospitality sector (Rady et al., 2023). Within the context of these changes, Helmy and Magdi (2020) asserted that customer satisfaction significantly influences financial profitability and hotel performance in the face of changing business.

Additionally, meeting customer expectations with services enhances repeat purchase intention (Angelia, 2019). However, customer satisfaction is a multifaceted construct (Radojevic, Stanistic, & Stanic, 2017; Martín, Rudchenko & Sánchez-Rebull, 2020), influenced by cultural, political, and economic circumstances, as well as travel experiences, preferences, and psychological profiles. Moreover, the result of Rady et al. (2023) suggested that during exchange rate changes, perceptions of fairness in the distribution of benefits play a crucial role in shaping customer attitudes and behaviors. This complexity highlights the importance of understanding customer repurchase intentions, serving as a reliable indicator for predicting future purchasing

behaviors (Rana & Paul, 2017). Prabowo, Sutrisno, and Soedjono (2019) contributed to this understanding by identifying various influential factors affecting repurchasing intentions, including brand preference, expected switching costs, customer satisfaction, monetary price, behavior price, and word of mouth. Moreover, Corgel, Lane and Walls (2013) stated that income and price sensitivity have impact on customers' intentions to repurchase.

Socialization and demographic backgrounds can impact customers' interpretation of social and economic exchanges (Heo & Lee, 2011). As a result, understanding demographic and tripographic attributes helps hotel operators tailor their services to meet the specific expectations and preferences of different customer segments (Tefera & Migiro, 2018). Additionally, Ahn (2020) stated that there is a gap in establishing a correlation between the demographic characteristics and tourism behavior. Additionally, the significance of exchange rate fluctuations in influencing price dynamics within the hospitality sector is widely acknowledged by scholars. However, a critical examination of the interplay between demographic and tripographic attributes, specifically nationality, gender, income, and hotel classes (three, four, and five stars), and their correlation with customer satisfaction and repurchase intentions in the context of exchange rate changes in Egypt remains an unexplored area in existing literature. These knowledge gaps highlight the need for further investigation and understanding in this area. Thus, the research aims to achieve the following objectives: (1) Examine gender-based variances in terms of customer satisfaction and repurchase intentions in the hotel industry during the exchange rate change in Egypt; (2) Analyze the nationality-based difference in terms of customer satisfaction and repurchase intentions among guests of different nationalities in the hotel industry during the exchange rate change in Egypt; (3) Explore the differences in customer satisfaction and repurchase intentions in hotels based on the guest' nationality and income-levels in hotels during the exchange rate change in Egypt; (4) Investigate differences in customer satisfaction and repurchase intentions in hotels based on the guest' nationality and hotel classes in hotels during the exchange rate change in Egypt; (5) Provide recommendations that may contribute to filling the knowledge gap and offer practical implications.

2. Literature Review

2.1. Exchange Rate Concept and Regimes

The exchange rate establishes the value of foreign currency against the currency of the home country (Soukotta, Yusuf, Zarkasi, & Efendi, 2023; Rady et al., 2023). Furthermore, the exchange rate is described as "the connection between two connected currencies or the value of one currency for conversion to another" (Lezar, 2023, p. 89). The prevailing exchange rate regimes categorized into three types: hard pegs, soft pegs, and floating rates (Rady et al., 2021). Hard pegs aim to minimize currency fluctuations and instill confidence in foreign currencies, benefiting developing economies, and play a crucial role in managing domestic inflation (Das, 2019; Park & Son, 2022; Liu & Lee, 2022). Soft pegs, like conventional peg arrangements, promote economic growth in developing countries by balancing stability and flexibility (Flassbeck, 2018; Abozied, 2021). The International Monetary Fund suggests effective pegged regimes should have minimal fluctuations within a 1% margin for a minimum of six months, (IMF, 2013).

In floating rates, managed floating involves daily fluctuations guided by experts, while free-floating relies on supply and demand dynamics without direct intervention (Soliman & Shedeed, 2018; Elmoghany, 2021). This system commonly used in industrial capitalist countries for resource allocation and crisis response

(Soliman & Shedeed, 2018) In Egypt, exchange rate liberalization caused the EGP depreciation, increasing import costs, and requiring insurers to adjust premiums for long-term insurance policies (Ismail et al., 2024). From 2011 to 2016, foreign capital outflow, speculation, and high inflation impacted the EGP value (Rady et al., 2021). In 2016, the CBE implemented a free-floating policy, causing the EGP value to reach its lowest level in history at 13.00 EGP per 1 USD comparing 8.88 EGP per 1 USD in 2015 (CBE, 2016). From 2017 to 2023, the EGP's value declined significantly, reaching 18.85 EGP per 1 USD at the beginning of 2017 (Rady et al., 2023). On March 21, 2022, despite stability for five years and after the Federal Reserve decided to raise interest rates, the EGP's value depreciated by 16% in March 2022 and 25.4% in October 2022, and recorded levels exceeding 32 EGP per 1 USD a decline of 30% at the beginning of 2023 (CBE, 2023; Rady et al., 2023).

2.2. The Consumer Price Index in Egypt

The CPI serves as an indicator of the overall cost of goods and services purchased by households, used to calculate inflation and evaluate the cost of living (Hassan & Gharleghi, 2015). According to the Central Agency for Public Mobilization and Statistics (CAPMAS), the CPI is employed to determine the average price change of a collection of products and services used by families and individuals in a given month (CAPMAS, 2022). Moreover, Tawfiq (2022) defined CPI as an economic statistic used to calculate average change prices of goods and services purchased by households and residents in a given month, providing insights into inflation trends. Hussain et al. (2023) explored the correlation between CPI and financial development in high-income economies and found that low CPI can boost financial development in the short run, while high CPI can hinder economic growth. Additionally, Egypt's CPI prices have significantly increased due to global economic factors, reaching 183.00 points in 2023 compared to the previous year's 129.50 points (Trading Economics, 2023; CAPMAS, 2022). Furthermore, projections suggested that the CPI in Egypt is anticipated to reach 261.31 points in 2024 (Trading Economics, 2023).

2.3. The Purchasing Power Parity in Egypt

The Purchasing Power Parity (PPP) is an ancient framework for analyzing long-term exchange rate movements, suggests that identical goods and services should cost the same in different countries (Al-Zyoud, 2015). Moreover, World Bank (2022) defined the PPP conversion factor as the number of units of a country's currency required to buy the same quantities of goods and services in the domestic market as a EGP would buy in the Egypt. According to Vo and Vo (2023), the theory PPP posited that exchange rates equalize prices of identical goods in different countries, if an exchange rate change causes price discrepancies, arbitrage occurs, leading to price adjustments or both. Moreover, Chen and He (2020) defined the Purchasing Power of Currency (PPC) as the quantity of goods and services purchasable with a financial unit. The depreciation of the EGP exchange rate against the USD has increased the number of currency units needed to buy the same goods and services in the domestic market (World Bank, 2022). Consequently, the World Bank reports a significant discrepancy in the per capita share of the domestic product from 2015 to 2022, with GDP decreasing in 2017 to 2440.00 EGP compared to 3370.40 EGP in 2015 and increasing significantly in 2022 to record 4295.40 EGP by growth of 4.90% in 2022, compared to 3571.60 EGP in 2021 (World Bank, 2022).

2.4. The Impact of Exchange Rate Change on the Hospitality Demand

Exchange rate regime is a crucial determinant of the economic impacts of foreign inbound tourism, increasing currency demand and upward pressure on prices; affecting destination price competitiveness (Aalen, Iversen & Jakobsen, 2019). The hotel business is greatly influenced by economic policies such as exchange rate fluctuations (Rady et al., 2023). Hence, the exchange rate fluctuations at the time of booking accommodation can impact hotel room demand, causing variations in demand patterns across different countries (Aalen et al., 2019). Additionally, Blengini and Heo (2023) explored the impact of exchange rate fluctuations on international tourist demand and mentioned that these fluctuations can affect destination choice, length of stay, and expenditure. Exchange rate fluctuations also impact inbound tourists, with different types of tourists responding differently to such fluctuations (Shi, Gong, Wang & Nikolova, 2023). On the other hand, economic policies in a destination country can cause exchange rate fluctuations, impacting tourist arrivals and revenues, reducing inflows by creating uncertainty and redirecting tourists to stable exchange rates (Corgel et al., 2013; Agiomirgianakis, Serenis & Tsounis, 2014).

Additionally, Muharam and Tussyadiah (2023) stated that exchange rate volatility may decrease tourism inflows, as international tourists may find difficulty in estimating prices in the destinations. The exchange rate has significant impact on the tourism industry's performance, including foreign tourist arrivals, travel costs, competitiveness, and corporate profits (Harb, 2019). Moreover, Soliman and Shedeed (2018) noted that when guests pay in dollars for hotel services, changes in the value of the dollar have a minor influence on purchasing power and hotel occupancy rate. In this context, depreciation in the EGP has contributed to increasing hotel reservation rates, restoring trust, boosting the length of stay, and revitalizing the customer spending in hotels (Abozied, 2021; Rady et al., 2021). On the other hand, Moussa, Essawy and Elziny (2017) stated that financial changes and high prices significantly impact the hospitality industry, leading to sluggish sales and declining occupancy rates. However, exchange rate changes may lead to traveler apprehension, causing them to reconsider visiting or even cancel their plans to visit a destination (Agiomirgianakis et al., 2014). According to Kamugisha and Assoua (2020), currency appreciation and depreciation can affect price levels by increasing or decreasing the cost of goods to other countries. The effect of changes in exchange rates on domestic prices is mainly determined by the pricing strategy and currency of invoicing used by foreign businesses (Cheikh, Zaied & Ameer, 2023). Recently, Rady et al. (2023) indicated that the change in EGP exchange rate positively influence the price fairness, perceived value, and customer satisfaction in hotels.

2.5. The Concept of Customer Satisfaction

The hospitality industry faces increasing customer demands, as they become time-poor, sophisticated, and more demanding; requiring tailored service and quality perspectives (Ali et al., 2021). According to expectation disconfirmation theory, customer satisfaction (CS) results from the difference between customer expectations and actual performance after purchasing a product or service (Radojevic et al., 2017; Chun & Nyam-Ochir, 2020). According to Ali et al. (2021, p. 19) and Rady et al. (2023, p. 74), CS is defined as "*a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations*". CS is crucial for an organization's success, as products or services must meet customer needs or wants, and dissatisfaction arises when these

expectations are not met (Ali & Bhasin, 2019). Recently, Rady et al. (2023) stated that CS is characterized as a favorable feeling that results from the customer's acquisition of a product or service and encourages them to purchase it again.

2.5.1. The Antecedents of Customer Satisfaction

CS is the most valuable assets for businesses, governments and has a significant role in the consumption process for services and products in the hospitality industry (Perez-Moron et al., 2022). Moreover, Helmy and Magdi (2020) argued that CS positively impacts the hospitality industry, increasing demand, maximizing sales volume, and profitability. Therefore, understanding factors that affect customer satisfaction is crucial to comprehend the reasons behind fostering customer satisfaction for a particular organization (Hanif, Hafeez & Riaz, 2010). Specifically, CS can be evaluated through factors such as interest, enjoyment, surprise, anger, wise choice, and doing the right thing (Padlee, Thaw & Zulkiffli, 2019). In the hotel industry, price is a crucial factor in evaluating the value of services or goods acquired, and it influences CS (Ali & Bhasin, 2019). CS is significantly influenced by the price and benefits of a product or service, with a reasonably good price resulting in more benefits (Luturlaen, 2016). CS and price fairness are interconnected, with price fairness contributing to customer satisfaction if it exists (Hanif et al., 2010). On the other hand, Shiha, Abdel Rahman and Barakat (2022) found that pricing strategies in tourist resorts not significantly affect CS. Moreover, travel behavior characteristics and sociodemographic variables like age, gender, income, and nationality differences may influence tourists' satisfaction levels when visiting a destination (Ozdemir et al., 2012). Radojevic et al. (2017) highlighted that cultural, political, and economic contexts, travel experiences, preferences, and psychological profiles significantly influence the development of CS across different countries.

2.6. Understanding Customer Repurchase Intentions

Behavioral intentions are decision-making tendencies that influence individuals to act or react to events or services (Doeim et al., 2022). Customers are presented with diverse hotel options, necessitating greater caution in their purchasing decisions due to the diverse choices available (Shinegi & Widjaja, 2022). Tourism introduces a distinctive facet to consumer behavior, with travelers expressing their intent to procure mementos and souvenirs during their journeys to tangibly represent their experiences (Wilkins, 2011). Therefore, customer purchasing decisions involve selecting one action from multiple choices, which can influence the decision-making process (Aslami & Sinaga, 2022). Intention to purchase is a plan for future acquisition of a good or service, with purchasing intention being the implied promise to buy again (Wen & Aun, 2020). However, not all purchase intentions culminate in successful buying processes, and preferences for product categories exhibit considerable variation among consumers (Chong, Tan, Mah & Low, 2020). Hence, RI in the hospitality industry consists of two dimensions: the intention to recommend the hotel to others and the intention to revisit the hotel (AbdelHamid & Farid, 2023). Furthermore, RI is influenced by consumer attitudes towards the product and previous behavior (Susanto, Sudapet, Subagyo & Suyono, 2021). Moreover, RI is defined as an individual's desire to repurchase goods or services from the same firm based on past experiences, finding value and satisfaction in previous purchases (Ali & Bhasin, 2019; Susanto et al., 2021). Customer RI refers to a customer's desire to return and recommend products or services to their friends and family (Chun & Nyam-Ochir, 2020).

2.6.1. The Antecedents of Repurchase Intentions

For hospitality businesses, repurchase intentions emerges as a vital variable crucial for growth and survival (AbdelHamid & Farid, 2023). Customers are more likely to repeat purchases when services meet their expectations, as their purchase decisions reflect their satisfaction and dissatisfaction (Angelia, 2019). Moreover, if the product successfully accomplishes fulfilling the buyer needs, he/she may become a repeat customer and willingness to continue using the same product as needs change (Mustapha & Shamsudin, 2020). Baabdullah and Ansari (2020) asserted that reliability, price, convenience, and customer satisfaction are crucial factors influencing persistence and potentially purchasing behavior that align with evolving needs and preferences. Shinegi and Widjaja (2022) mentioned that RI is influenced by a customer's motive to use or buy a product with relevant attributes. Moreover, research, customers' repurchase intention is significantly influenced by their perceptions of price and perceived service quality, including seven dimensions: tangibility, reliability, responsiveness, assurance, empathy, communication, and network quality (Salem & Kiss, 2022). Additionally, Kani, Kusumah and Wirakusuma (2018) stated that numerous constituent elements, such as satisfaction, corporate policy, pricing, facilities, location, products and services, and hotel image, operate as antecedents of RI. Furthermore, Zhou, Li, Yang and Chen (2022) found that interactivity, information quality, rareness, and professionalism positively influence the RI of online products. AbdelHamid and Farid (2023) agreed with Chun and Nyam-Ochir (2020) that the atmosphere can significantly influence the attraction or retention of customers in the hotel industry. According to the in-demand theory, purchasing behaviors are greatly influenced by financial resources, which contribute to changes in consumption and in the demand for products and services (Akbaruddin, 2023). High price consciousness consumers prioritize low-priced products and prioritize quality over price, often switching brands or trying new brands when offered the lowest price (Wen & Aun, 2020). Moreover, Rady et al. (2023) suggested that during exchange rate changes, fairness perceptions in distribution of benefits play a crucial role in shaping customer attitudes and behaviors.

2.7. Differences between Demographic and Tripographic Attributes

Researchers and marketers use demography as a classification technique to examine and segment markets by dividing customers into groups according to particular demographic characteristics (Tefera & Migiro, 2018). Hotel managers use demographic profiles to enhance their knowledge or understanding of customers' demographic differences with regard to their satisfaction and RI (Ozdemir et al., 2012; Chun, Roh, Spralls & Kim, 2018). Most studies use gender, age, income, education, and occupation as the most commonly used demographic variables (Tefera & Migiro, 2018). On the other hand, tripography is a method used to classify customers in the hospitality industry, including travel and tourism, by describing traditional characteristics of travel or trip experiences such as the length of stay, hotel rating, star preference, hotel type preference, purpose of stay, and bill payment method (Poon & Huang, 2017). Therefore, the researchers developed eight main hypotheses to identify the differences in CS and RI based on the demographic and tripographic variables (nationality, gender, income, and hotel classes) during the exchange rate change in Egypt, as follows:

2.7.1. Differences in Customer Satisfaction based on Demographic and Tripographic Attributes

Interestingly, gender significantly impacts tourist behavior and market segmentation, and understanding differences between male and female tourists'

expectations can help in understanding tourist expectation formation (Wang, Qu & Hsu, 2016). A study by Ozdemir et al. (2012) indicated that there was a significant difference between the CS levels of males and females and observed that female tourists reported higher satisfaction levels than their male counterparts. Moreover, the findings of the study by Huh and Uysal (2013) indicated that overall CS varied based on gender variables. Moreover, females tend to have more favorable preconceived cognitive and affective evaluations towards destinations compared to males, leading to higher expectations (Wang et al., 2016). On the other hand, the study of Mohajerani and Miremadi (2013) found no significant differences in CS rates between males and females. Therefore, based on the above, the research develops the following hypothesis:

H₁: *There are no significant differences between males and females in terms of customer satisfaction in hotels during the exchange rate change in Egypt.*

In the hotel industry, Campo and Garau (2008) revealed that CS levels varied based on their nationality. According to Emir (2013), CS varies with nationalities in Turkey, with Turkish and German customer expressing higher satisfaction levels. A similar analysis with a different approach was done to identify the differences between English and non-English-speaking guests in Hong Kong hotels in satisfaction levels between cultures (Schuckert, Liu & Law, 2015). Moreover, the study by Chun et al. (2018) revealed that there are differences in the overall CS levels of Korean and international tourists visiting South Korean Buddhist temples. LE, Nguyen and LE (2020) explained that foreign customers generally show higher satisfaction levels with hotels compared to other groups. Therefore, based on the above, the research develops the following hypothesis:

H₂: *There are no significant differences between Egyptian and foreign guests in terms of customer satisfaction in hotels during the exchange rate change in Egypt.*

Additionally, Raza, Siddiquei, Awan and Bukhari (2012) stated that CS significantly vary among different income groups according to Ozdemir et al. (2012) reported significantly different satisfaction levels among respondents with different levels of income. Furthermore, Tefera and Migiro (2018) found significant differences in CS scores in hotels based on demographic factors such as income. Aliyu and Murtala (2017) indicated that CS with hotel services varies by income group, with lower-income individuals more satisfied with banquet services offered as compared with high-income individuals experiencing decreased satisfaction. Moreover, wealthier customers tend to have more stringent views on business travel compared to leisure, likely due to higher expectations in that aspect of life (Radojevic, Stanisic, Stanic & Davidson, 2018). Baquero (2023) mentioned that high-income customers prefer facilities that cater to their beliefs and piety preferences, including exclusive food and beverage services, which enhance CS. On the other hand, Kumar and Bhatnagar (2017) indicated that there is no difference in income for CS. Therefore, based on the above, the research develops the following hypothesis:

H₃: *there are no significant differences in the customer satisfaction in hotels based on the guest' nationality and income-levels during the exchange rate change in Egypt.*

For the "hotel class" tripographic feature, the literature presented conflicting evidence regarding the relationship between pre-stay expectations, influenced by a hotel's star rating, and customer experiences during the stay (Tiwari & Mishra, 2023). Higher star classifications are associated with superior perceptions of rooms, cleanliness, sleep quality, and overall service quality (Rajaguru & Hassanli, 2018). Additionally, hotel classes and average daily rate significantly influence the relationships between selected hotel performance attributes, CS, and RI (Jeong & Mindy, 2008). Official star ratings can provide a trustworthy signal to potential

guests, making stay-related decisions easier and ensuring a positive experience for them (Masiero, Heo & Pan, 2015). Rhee and Yang (2015) suggested that customers of four-star hotels prioritize value, while those of lower-rating hotels prioritize room attributes, indicating varying customer expectations. Moreover, Frank, Enkawa and Schvaneveldt (2014) discovered significant differences in CS and RI; four-star hotels showed significantly greater variances than five-star hotels. Additionally, Radojevic et al. (2018) suggested that hotel star classification significantly influences CS, with higher-rated hotels often contributing to overall CS with their hotel services. Martín et al. (2020) stated that luxury hotels typically have a more uniform level of CS, while middle- or low-class hotels typically have more diverse opinions. Furthermore, the star-rating system is commonly used to assess the quality of hotels, with guests of four- and five-star establishments generally having higher expectations for hospitality and service (Moreno-Perdigon, Guzman-Perez & Mesa, 2021). On the other hand, Schuckert et al. (2015) indicated that CS is higher in lower-class hotels compared to higher-class ones. Therefore, based on the above, the research develops the following hypothesis:

H₄: there are no significant differences in the customer satisfaction in hotels based on the guest' nationality and hotel classes during the exchange rate change in Egypt.

2.7.2. Differences in Repurchase Intentions based on Demographic and Tripographic Attributes

For gender-based differences, females are less likely to revisit businesses that employ higher prices based on demand fluctuations (Beldona & Namasivayam, 2006). Han and Ryu (2007) stated that consumers with specific characteristics, such as being women, have higher repurchase probabilities compared to others. According to research by Cho and Rutherford (2011), females are more likely to engage in more word-of-mouth communications than men, increasing their willingness to visit a travel destination. Moreover, Ozdemir et al. (2012) found a statistically significant difference between males and females, suggesting that females had more positive intentions to revisit. Recently, Nasution, Yeni and Roostika (2022) investigated RI among restaurant customers using structural equation modeling, and the results show that male and female consumers have different perceptions of RI. On the other hand, Frank et al. (2014) found no gender-difference on RI. Additionally, different genders did not show a significant difference concerning the RI of luxury brand products (Young & Combs, 2016). Therefore, based on the above, the research develops the following hypothesis:

H₅: There are no significant differences between male and female guests in terms of repurchase intentions in hotels during the exchange rate change in Egypt.

Furthermore, Martín et al. (2020) mentioned that there are significant differences in guest behavior between different cultures. Ozdemir et al. (2012) provide evidence that nationality is an effective variable for revisiting intentions among tourists. Frank et al. (2014) indicated that the differences in the formation of RI are significantly weaker in national cultures. Additionally, Radojevic et al. (2017) stated that visitors from different countries report varying satisfaction levels after visiting the same destination. Therefore, based on the above, the research develops the following hypothesis:

H₆: There are no significant differences between the Egyptian and foreign guests in terms of repurchase intentions in hotels during the exchange rate change in Egypt.

In-demand theory suggests income significantly influences consumer demand patterns, with income causing shifts in consumption patterns, resulting in changes in

demand for goods or services (Akbaruddin, 2023). Moreover, an increase in per capita income boosts consumers' ability to consume, buy goods and services, and make requests (Ivanova et al., 2016). According to Raza et al. (2012), RI significantly varies among different income groups. Ozdemir et al. (2012) found that tourists with higher annual incomes had lower revisit intentions and were less willing to recommend the hotel to others. Moreover, Park and Na (2015) mentioned that there was a significant difference in CS and RI among the new generation of consumers due to factors such as income. The study by Jayakanth and Adalarasu (2016) revealed a significant correlation between guests' income and their frequency of restaurant visits, with high-income customers visiting more frequently, which plays a crucial role in determining the RI. Recently, Aypar and Huseynli (2018) stated that repurchase decisions among consumers vary based on socio-demographic characteristics only in terms of income. Kim and Lee (2019) found statistical differences in RI between groups with different demographics, including income-levels in airlines' home regions. Furthermore, Liu (2020) examined the relationship between spa consumers' income and their RI, finding a negative association with their RI. Therefore, based on the above, the research develops the following hypothesis:

H₇: there are no significant differences in repurchase intentions in hotels based on the guest' nationality and income-levels in hotels during the exchange rate change in Egypt.

Additionally, for the hotel classes-based difference, Rajaguru and Hassanli (2018) found no significant relationship between hotel star ratings and RI for leisure and business guests, despite its significant impact on CS. Moreover, Kim, Seo and Nurhidayati (2019) stated that customers with higher hotel class expectations and room amenities are more willing to pay for services and amenities. Recently, Tiwari and Mishra (2023) confirmed that travelers predict hotel service quality based on star ratings, confirm expectations, generate CS, and develop positive intent to revisit the hotel. Based on the literature reviewed above, the following hypotheses are posited:

H₈: there are no significant differences in repurchase intentions in hotels based on the guest' nationality and hotel classes in hotels during the exchange rate change in Egypt.

3. Methodology

The current research adopts a post-positivism paradigm, associated with the positivist perspective found in business and management literature (Neuman, 2014; Saunders, Lewis & Thornhill, 2016; Creswell, 2018). The present research adopts a deductive approach, specifically to investigate CS and RI in hotels during exchange rate changes in Egypt. The research design and methodology are closely linked, as quantitative studies usually use a deductive approach to test hypotheses using numerical data. For this reason, a quantitative research design is used in this research. Given to that, cross-sectional approach is particularly suitable for assessing the differences between demographic and tripographic factors such as nationality, gender, income, and hotel classes concerning the CS and RI within the context of the exchange rate change in Egypt. Hence, the researchers adopted a questionnaire as it is associated with the positivism philosophy, quantitative research design, explanatory nature, and considerations of time and cost.

3.1. Questionnaire Layout

The research questionnaire aims to test hypotheses and achieve research objectives. The questionnaire consisted of two sections comprised of 10 questions that would take responders only (5) minutes to complete, an informed consent form and screening questions, confirming respondents are 16 years or over, their participation

in the survey is voluntary and can terminate participation at any time.

Section (A): The first section comprises eight questions for asking about the demographic and Tripographic characteristics of the respondents namely (nationality, gender, age, educational qualification, occupation, monthly income, hotel location, and hotel classes (in stars). All the questions are mandatory.

Section (B): The second section comprises two questions; every section asks about one of the constructs included in the research (CS and RI). Both of the two questions are measured by the five-point Likert scale rang from strongly disagree to strongly agree.

Table (1): Questionnaire Layout

Parts	The Measured Items	N. of statements	N. of Questions
1	Demographic and Tripographic Data	1-8	8
2	The Measurement Items	9	2
Total		17	10

Source: prepared by the researchers

3.2. Measurement Items

The research employed a total of nine items from previous studies. All of the two variables included in the research (CS and RI) are measured by a five-point Likert scale (1=strongly disagree and 5=strongly agree). To measure CS, the researchers adopted a 5-item scale with a single dimension from Padlee et al. (2019), Adirestuty (2019), and Rady et al. (2023). For the assessment of RI, the researchers adopted a 4-item scale with a single dimension from Kim, Xu and Gupta (2012), and Adirestuty (2019). The researchers slightly modified all the items from the original item descriptions to suit the research field. Moreover, the items were randomly displayed to respondents, with each scale featuring separate and different cover stories (see Table 2).

Table (2): Measurement Items for the Research Variables

Customer Satisfaction (CS)	
CS ₁	I am satisfied with my decision to visit Egypt
CS ₂	My decision to stay in this hotel was a wise decision
CS ₃	I will say positive things about this hotel
CS ₄	I felt good when staying in this hotel
CS ₅	Overall, I am satisfied with the hotel services and products
Repurchase Intentions (RI)	
RI ₁	I am likely to visit Egypt again in the future
RI ₂	I would recommend Egypt as a travel destination to others
RI ₃	I would recommend this hotel to my friends and family
RI ₄	I am willing to pay a higher price for my next trip to Egypt

3.3. The Research Population and Sample

The sampling processes have significantly impacted the generalizability of research results. In this research, the researchers made an effort to identify the most suitable sampling technique, considering factors like cost, time, and available resources. The research specifically focuses on customers of three, four, and five-star hotels in the Red Sea governorate (Hurghada, Marsa Alam, El Qoseir, and Safaga) and Luxor governorate, which were chosen for their significant natural, historical, and cultural value and attracting a large number of visitors globally. Furthermore, according to the Information and Statistics in the Red Sea and Luxor governorates (2022), the total number of tourists in these regions in 2022 reached 479879 (which represents 41% of the total number of tourists in Egypt), including both foreign and

Egyptian tourists; however, official statistics for 2023 are not yet available. A stratified random sample was considered vital in this research; this method enhances the accuracy and representativeness of the sample, particularly when the population is diverse or naturally divided into subgroups (Acharya, Prakash, Saxena & Nigam, 2013; Sharma, 2017). The research focused on a sample comprising both domestic and foreign tourists in the specified regions. The sample size was determined using the Stephen Thompson equation, a method aimed at estimating the sample size from the general population (Thompson, 2012). Therefore, according to the number of tourists in the Red Sea and Luxor governorates in Egypt, the Stephen K. Thompson equation was used to compute the sample size (n) as follows:

$$n = \frac{N \times p(1-p)}{\left[\left[N-1 \times \left(d^2 \div z^2 \right) \right] + p(1-p) \right]}$$

N= population size (479879), Z= confidence level at 95% (1.96), d= error proportion (0.05), and p= probability (50%). By applying the data of the research population in the previous formula, the optimal sample size (n) for the research was calculated (n= 384 participants).

3.4. Data Collection

The research utilized the questionnaire data collection method as it is associated with the positivism philosophy, quantitative research design, explanatory nature, and considerations of time and cost. Both delivery and collection (supervised) and internet delivery are utilized for the questionnaire distribution. Web-based questionnaire provides unique functionalities such as automated data collection and visual elements like images, graphs, and videos (Roth, 2006). Moreover, web-based questionnaire survey allows for the inclusion of screening questions, the exclusion of unqualified respondents, and the contribution to high-quality data collection in the research (Mei, Rui, Li & Tian, 2014). Additionally, the paper-based questionnaire has been the traditional method for collecting research survey data, as it provides a clear and tangible communication channel between the participants and the researchers (Ebert, Huibers, Christensen & Christensen, 2018). Paper-based questionnaires offer higher response rates, and the majority of respondents perceive them as more anonymous (Murdoch et al., 2014). Hence, the researchers benefited from both techniques to reach the high quality of the collected data.

As a result, a sample of 384 foreign and Egyptian tourists in the three, four, and five-star hotels in the Red Sea and Luxor governorates in Egypt was randomly selected. The collection of questionnaires took three months, from July to September 2023. The questionnaire was originally in English and translated into different languages, including Arabic, German, and Russian. In the first method, the researchers chose the web-based questionnaire survey using Microsoft Office Forms, this platform facilitated the creation of online questionnaires, providing various functions and features to design surveys based on specific objectives and requirements. Therefore, the researchers distributed a mobile-friendly online questionnaire invitation link (<https://forms.office.com/r/1Ka7kKrHnH>) and messaged the participants through their e-mail addresses. A total of 224 participants responded to the questionnaire invitation link, with 224 completed questionnaires valid for evaluation, reflecting an impressive 100% response rate. In the second method, the researchers distributed 200 paper-based questionnaires. Out of the total distributed, 160 forms were valid for analysis, representing an impressive 80% response rate.

Table (3): Number of Questionnaire Forms and the Response Rate

Questionnaire	No. of Forms	Valid Forms	Invalid Forms	Response Rate
Hard forms	200	160	40	80%
Online forms	224	224	-	100%
Total	424	384	40	90.56%

Source: prepared by the researchers.

3.5. Data Analysis Techniques

The data was processed and analyzed, including editing, coding, grouping, tabulating, and performing statistical calculations to ensure the formulation of conclusions based on questionnaire responses. In the data analysis phase of the current research, the Statistical Package for the Social Sciences (SPSS) version 22 was used to compute frequencies, percentages, mean, standard deviation, and variance tests between variables.

3.6. Data Validity and Reliability

3.6.1. Data Validity

Validity refers to the extent to which a measuring instrument measures what it was designed to measure (Creswell, 2018; Noby, Rady & Abd Eljalil, 2021). Surucu and Maslakci (2020) further classify validity into various types, including concurrent validity, content validity, internal validity, external validity, criterion-related validity, concept validity, and face validity. The researchers employed face validity to assess the validity of the data-gathering techniques. Moreover, hotel managers and specialists expressed interest in the questionnaire instrument and engaged in communication with the researchers. Based on feedback and suggestions from professional hotel managers and experts, the questionnaire instrument was modified and improved. Additionally, content validity was established, as all measurement items included in the questionnaire survey were adapted from previous studies that had confirmed the content validity of their items. Moreover, the researchers use exploratory validity through factor analysis as a valuable step in enhancing the components of the study. Factor analysis is a multivariate statistical technique used to identify independent logical subsets in a set of variables, often used in early research stages to check dimensionality to gather information about the interrelationships among a set of variables (Shrestha, 2021). Factor analysis helps to uncover underlying factors or dimensions within a set of variables, providing insights into the structure of the data (Beavers et al., 2019). An item is retained if it has a factor loading of 0.40 or greater (Matsunaga, 2010). Moreover, A variable is deemed practically relevant if its factor loading is greater than 0.6 (Fabrigar & Wegener, 2011). Therefore, in the current research, the extraction values of all variables and dimensions are reported to be above the recommended benchmark of greater than 0.40 (see Table 4). This indicates that the latent variables derived from the factor analysis are statistically valid and contribute meaningfully to the understanding of the study's constructs.

Table (4): Factor Analysis Extraction of study components

Communalities	Initial	Extraction
CS ₁	1.000	0.731
CS ₂	1.000	0.730
CS ₃	1.000	0.678
CS ₄	1.000	0.714
CS ₅	1.000	0.787
RI ₁	1.000	0.741
RI ₂	1.000	0.747

RI ₃	1.000	0.746
RI ₄	1.000	0.520
Extraction Method: Principal Component Analysis.		

Moreover, the KMO test is used to assess data suitability for factor analysis by evaluating the sample size and sampling adequacy for each variable in the model (Shrestha, 2021). Generally, the KMO value ranges from 0 to 1.0; the KMO values between 0.8 and 1.0 indicate the sampling is adequate. KMO values between 0.7 and 0.79 are middling, and values between 0.6 and 0.69 are mediocre (Pituch & Stevens, 2015). The results of the KMO measurement quality assurance test are equal to 0.930, which suggests that the variables in the research dataset share a substantial amount of common variance (see Table 5).

Table (5): KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.930
Bartlett’s Test of Sphericity	Approx. Chi-Square	3067.975
	df	36
	Sig.	0.000

3.6.2. Data Reliability

A reliability test is a crucial research step to ensure consistency and stability of measurements across questionnaires, ensuring confidence in the instrument's results over time (Surucu & Maslakci, 2020). The reliability test of the research variables was strengthened with an alpha Cronbach’s score. The limit of Cronbach’s alpha (α) reliability test is higher than 0.7 (Wetzels, Odekerken-Schröder & Van Oppen, 2009; Hair, Risher, Sarstedt & Ringle, 2019). The results of the reliability test of Cronbach’s alpha (α) values ranged from 0.897 to 0.927, indicating that the scale has acceptable internal reliability (see Table 6). Moreover, the validity coefficient, also known as commonalities or squared multiple correlations, is a crucial factor in assessing the reliability of the research. According to Bandalos and Finney (2018), a validity coefficient that is close to 1 indicates that the common factors obtained through factor analysis contribute to a significant amount of variance in each variable. The findings demonstrate that the common factors account for approximately 97.3% of the variance in each variable; with validity coefficients of 0.973 for all components (see Table 6).

Table (6): Cronbach’s Alpha Value and Validity Coefficient

S	Variables	N	Cronbach’s Alpha Value	Validity Coefficient *
1	Customer Satisfaction	5	0.927	0.963
2	Repurchase Intentions	4	0.897	0.947

* Validity coefficient = $\sqrt{\text{Reliability coefficient}}$.

4. Data Analysis and Findings

4.1. The Descriptive Statistics of Demographic and Tripographic Data

In this part, the researchers mentioned the descriptive analysis for the sample demographic and tripographic characteristics includes; nationality, gender, age, educational qualification, occupation, monthly income, hotel location, and hotel classes (See Table 7).

Table (7): Descriptive Analysis for the Sample Demographic and Tripographic Data

Variable		Frequency	Percentage (%)	Rank
Nationality	Egyptian	186	48.4	2
	Foreigners	198	51.6	1
	Total	384	100	

Gender	Male	211	54.9	1
	Female	173	45.1	2
	Total	384	100	
Age	From 16: 24 years	83	21.6	3
	More than 24: 34 years	138	35.9	1
	More than 34: 44 years	103	26.8	2
	More than 44 years	60	15.7	4
	Total	384	100	
Education level	Pre-university education	52	13.5	3
	Bachelor's degree	220	57.3	1
	Postgraduate studies (Masters/ Ph.D.)	112	29.2	2
	Total	384	100	
Occupation	Student	80	20.8	3
	Employed	181	47.1	1
	Self-employed	97	25.3	2
	Retired	26	6.8	4
	Total	384	100	
Monthly income (\$/£)	Less than 5000	152	39.6	1
	From 5000:10000	98	25.5	2
	More than 10000:15000	53	13.8	4
	More than 15000	81	21.1	3
	Total	384	100	
Hotel location	Luxor	99	25.8	2
	Hurghada	197	51.2	1
	Marsa Alam	54	14.1	3
	Other (Safaga- El Qoseir)	34	8.9	4
	Total	384	100	
Hotel Classes	Three star	45	11.7	3
	Four star	93	24.2	2
	Five star	246	64.1	1
	Total	384	100	

The demographic and tripographic characteristics of participants provide a comprehensive foundation for the interpretation of our results. The respondents' mean (M) values ranged from 1.52 to 2.16, and the standard deviation (S.D.) values ranged from 0.500 to 1.164, indicating that the results were more dispersed and less condensed around the mean value (Bryman & Cramer, 2012). As declared in the previous table, 48.4% of the sample was Egyptians, and 51.6% of the sample was foreigners, revealing a balanced distribution of Egyptians and foreigners. The majority of participants were male (54.9%), with a significant age range of over 24 to 34 years. In terms of education qualification highlights the academic diversity within the sample, the majority held Bachelor's degrees (57.3%), reflecting global higher education qualifications. Furthermore, the majority of participants were employed (47.1%), with 25.3% being self-employed. Additionally, income analysis revealed significant disparities between different income groups, 39.6% of participants with a monthly income below 5000 \$/£. and 25.5% of participants with a monthly income from 5000:10000 \$/£, indicating potential economic influences on behaviors and preferences. The majority of participants chose Hurghada as their hotel location (51.3%), followed by Luxor and Marsa Alam (24.8%) and Safaga and El Qoseir

(8.9%). The preference for five-star hotels was also significant with 64.1%, indicating a demand for luxury and premium amenities.

4.2. Descriptive Statistics for the Customer Satisfaction

The analysis of Table 8 offers a scientific examination of CS within the hotel industry during the exchange rate change in Egypt.

Table (8): The Assessment of Customer Satisfaction in Hotels

Statements		M	SD	Rank	Attitude
CS ₁	I am satisfied with my decision to visit this hotel	3.64	1.237	2	Agree
CS ₂	My decision to stay in this hotel was a wise decision	3.48	1.117	4	Agree
CS ₃	I will say positive things about this hotel	3.40	1.181	5	Agree
CS ₄	I felt good when staying in this hotel	3.53	1.224	3	Agree
CS ₅	Overall, I am satisfied with the hotel products and services	3.72	1.230	1	Agree
Overall mean		3.55	1.054		Agree

M = Mean. SD = Standard Deviation

Source: prepared by the researchers

The individual aggregate score indicates their attitude towards the items as follows: Scores below 1.8 indicate "strongly disagree," 1.8-less than 2.6 indicate "disagree," 2.6-less than 3.4 indicate "neutral," 3.4-less than 4.2 indicate "agree," and 4.2-5 indicate "strongly agree" (Joshi et al., 2015; Rady et al., 2021). According to Table 8, the preeminence of CS₅ (M = 3.72, SD = 1.230) with the highest mean score signifies a significant level of overall satisfaction with hotel services. This observation underscores the effectiveness of the hotels in meeting or exceeding participant expectations, reflecting positively on the quality and delivery of the products and services provided. Additionally, the satisfaction expressed by participants regarding their decision to visit the hotel (CS₁, M = 3.64, SD = 1.237) is indicative of a positive evaluation of their choice. Moreover, the positive sentiment associated with CS₄ (M = 3.53, SD = 1.224), indicating that participants generally felt good during their stay, underscores the emotional dimension of the guest experience. Participants expressing confidence in their decision to stay at the hotel (CS₂, M = 3.48, SD = 1.117) attest to a positive perception of the overall experience. The overall mean (M = 3.55, SD = 1.054) signifies a collective agreement with positive statements related to CS. Furthermore, comparative analysis between CS₅ and CS₃ emphasizes the divergence in respondents' satisfaction with products and services versus their willingness to share positive feedback. Therefore, the hotel's high satisfaction with services (CS₅) emphasizes the quality and effectiveness of services and highlights the need for strategic marketing campaigns to maintain its competitive edge and attract potential customers during exchange rate changes. Acknowledging the lower willingness to share positive feedback (CS₃), the hotel should implement strategies to encourage and incentivize customers to become advocates, such as loyalty programs, referral incentives, or social media campaigns, to increase positive feedback.

4.3. Descriptive Statistics for the Repurchase Intentions

The analysis described in next table offers a scientific examination of RI within the hotel industry during the exchange rate change in Egypt.

Table (9): The Assessment of Repurchase Intentions in Hotels

Statements		M	SD	Rank	Attitude
RI ₁	I am likely to visit the hotel again in the future	3.55	1.282	2	Agree
RI ₂	I would recommend Egypt as a travel destination to others	3.66	1.225	1	Agree
RI ₃	I would recommend this hotel to my friends and family	3.54	1.257	3	Agree
RI ₄	I am willing to pay a higher price for my next trip to Egypt	3.31	1.341	4	Neutral
Overall mean		3.52	1.116		Agree

M = Mean. SD = Standard Deviation

Source: prepared by the researchers

From the previous table, the assessment of RI is a critical aspect of understanding CS. This table presents the results based on four key statements (RI₁ to RI₄) related to future hotel visits, recommendations, and willingness to pay a higher price for a future trip to Egypt. Moreover, SD ranges from 1.116 to 1.341, suggesting a moderate degree of variability in responses across the statements. According to the results, both RI₂ and RI₃ received high mean ratings (3.66 and 3.54, respectively), indicating a positive inclination among respondents to recommend Egypt as a travel destination and the hotel to friends and family. Additionally, RI₂ with the lowest (SD = 1.225) indicates a more consistent agreement among respondents regarding the recommendation of Egypt as a travel destination. RI₁ (M = 3.55, SD = 1.282) suggests a moderate level of likelihood for future hotel visits. On the other hand, RI₄ received (M = 3.31, SD = 1.341), indicating a neutral stance toward the willingness to pay a higher price for the next trip to Egypt. Therefore, given the positive inclination to recommend Egypt as a travel destination (RI₂) and to recommend the hotel to friends and family (RI₃), the hotel industry in Egypt should collaborate with national tourism boards, travel influencers, online travel agencies, and social media platforms to leverage positive travel recommendations, focusing on unique attractions, cultural experiences, and safety measures. Recognizing the neutral stance on (RI₄ and RI₁), hotels should strategically price their offerings, such as promotional packages or discounts, to encourage customers to choose their destination during unfavorable exchange rates. Moreover, effective communication, dynamic marketing campaigns, customer feedback integration, and strategic partnerships are essential for adapting to economic volatility.

4.4. Test of Hypothesis

The researchers present the developed research hypotheses, which consist of eight hypotheses to achieve the research objectives. Additionally, the researchers used the necessary statistical tools to prove whether the hypotheses were accepted or rejected. To test the research hypotheses, the researchers adopted the independent sample t-test as a statistical tool to compare means of two groups (Kim, 2015; Mishra, Singh, Pandey, Mishra & Pandey, 2019). Moreover, the researchers adopted two-way analysis of variance (ANOVA) to assess the influence of two categorical independent variables (factors) on a dependent variable (Pandis, 2016; Mishra et al., 2019). Practically, two-way ANOVA is aim to determine whether there is a significant interaction between the two factors and whether each factor has a significant main effect on the dependent variable (MacFarland, 2012; Pandis, 2016).

First, to examine gender-based variances regarding CS in hotels during the exchange rate change in Egypt, the hypothesis (H₁) proposed that there are no significant differences between male and female guests in terms of customer satisfaction in hotels during the exchange rate change in Egypt.

Table (10): Difference between Male and Female concerning CS

Variable	Nationality	M	SD	t-value	df	Sig.	Mean Difference
CS	Males	3.522	1.072	-0.632	382	0.528	-0.06848
	Females	3.590	1.035				

(CS= Customer Satisfaction, M= Mean, SD= Standard Deviation, df= degree of freedom)

According to the results, male guests exhibited a significantly lower mean (M = 3.522, SD = 1.072) compared to females (M = 3.590, SD = 1.035), moreover, the study found no significant difference in CS levels between male and female guests in hotels during the exchange rate change in Egypt, as the t-value was close to zero (t-value = -0.632) and the Sig. value was greater than 0.05 (Sig. = 0.528). Based on the findings, H₁ was accepted. Therefore, the researchers accepted the null hypothesis and refuse the alternative hypothesis. Hence, there is a significant difference between male and female guests in terms of customer satisfaction in hotels during the exchange rate change in Egypt.

Second, to analyze nationality-based differences regarding CS in hotels during the exchange rate change in Egypt, the hypothesis (H₂) proposed that there are no significant differences between Egyptian and foreign guests in terms of customer satisfaction in hotels during the exchange rate change in Egypt.

Table (11): difference between Egyptians and foreigners concerning CS

Variable	Nationality	M	SD	t-value	df	Sig.	Mean Difference
CS	Egyptians	3.16	1.185	-7.383	310.21	0.000	-0.75367
	Foreigners	3.92	0.754				

(CS= Customer Satisfaction, M= Mean, SD= Standard Deviation, df= degree of freedom)

From the previous table, Egyptian guests exhibited a significantly lower mean (M = 3.16, SD = 1.185) compared to foreigners (M = 3.92, SD = 0.754), moreover, t-tests (Sig. < 0.05, df = 310.21) indicate highly significant differences in CS between Egyptian and foreign guests during the exchange rate change in Egypt. The negative mean difference (-.75367) suggests that Egyptian guests have lower CS levels compared to foreign guests. Based on the findings, H₂ was not accepted. Therefore, the researchers refuse the null hypothesis and accept the alternative hypothesis. Hence, there is a significant difference between Egyptian and foreign guests in terms of customer satisfaction in hotels during the exchange rate change in Egypt in favor of foreign guests.

Third, to explore the differences in CS in hotels based on the guests' nationality and income-levels during the exchange rate change in Egypt, the hypothesis (H₃) proposed that there are no statistically significant differences in customer satisfaction in hotels based on the guests' nationality and income-levels during the exchange rate change in Egypt.

Table (12): Results of Two-Way ANOVA Between-Subjects Effects for CS

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	77.618 ^a	7	11.088	11.958	0.000
Intercept	3264.267	1	3264.267	3520.25	0.000
Nationality	18.281	1	18.281	19.715	0.000
Income	21.059	3	7.020	7.570	0.000
Nationality * Income	3.448	3	1.149	1.239	0.295
Error	348.659	376	0.927		
Total	5274.160	384			
Corrected Total	426.276	383			

a. R Squared = 0.182 (Adjusted R Squared = 0.167)

According to the two-way ANOVA results in table 12, the significance level of 0.000 (Sig. < 0.05) and the F-value of 11.958, suggests that there is a significant impact of at least one predictor have a statistically significant effect on CS in hotels during the exchange rate change in Egypt. Moreover, the results revealed that CS significantly differs among different nationalities and income levels in hotels, with p-values less than 0.05 (Sig.0.000). Additionally, R Squared revealed that 18.2% of variance is explained by nationality, income, and their interaction, but adjusted R Squared suggested that 16.7% of the variance in CS is explained by the predictors. Based on the findings, H₃ was not accepted. Therefore, researchers refuse the null hypothesis and accept the alternative hypothesis. Hence, there is a significant in the customer satisfaction in hotels based on the guests' nationality and income-levels during the exchange rate change in Egypt. Based on the findings, a pairwise comparison was conducted to identify specific differences in CS between different nationalities within each guest's income levels.

Table (13): Pairwise Comparisons for Nationality within Income-levels for CS

Income	(I) Nationality	(J) Nationality	Mean Difference	F	Sig.
Less than 5000	Egyptians	Egyptians	-0.736*	19.778	0.000
	Foreigners	Foreigners	0.736*		
From 5000:10000	Egyptians	Egyptians	-0.804*	17.083	0.000
	Foreigners	Foreigners	0.804*		
From 10001:15000	Egyptians	Egyptians	-0.298	00.718	0.397
	Foreigners	Foreigners	0.298		
More than 15000	Egyptians	Egyptians	-0.341	02.254	0.134
	Foreigners	Foreigners	0.341		

According to the previous table, Egyptians with income-level of "less than 5000" have a lower CS compared to the same income-level of foreigners (Mean Difference = -0.736, Sig. < 0.05). Additionally, Egyptians with income-level of "From 5000:10000" have a lower CS compared to the same income-level of foreigners (Mean Difference = -0.804, Sig. < 0.05). Conversely, there is no significant difference in CS between Egyptians and foreigners in other income groups (from 10001:15000 and more than 15000) at Sig. > 0.05. Therefore, the results revealed that foreign guests generally have higher CS levels than Egyptian guests across various income groups, and as income increases, the satisfaction gap decreases. The insights provided can assist hospitality industry to comprehend CS disparities across various nationalities and income-levels, thereby guiding targeted strategies for enhancing customer experiences.

Fourth, to determine the differences in CS in hotels based on the guest' nationality and hotel classes (three, four, and five-stars) during the exchange rate change in Egypt, the hypothesis (H₄) proposed that there are no statistically significant differences in customer satisfaction in hotels based on the guest' nationality and hotel classes during the exchange rate change in Egypt.

Table (14): Results of Two-Way ANOVA Between-Subjects Effects for CS

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	67.545	5	13.509	14.235	0.000
Intercept	2285.763	1	2285.763	2408.53	0.000
Nationality	34.893	1	34.893	36.767	0.000
Hotel classes	4.529	2	2.264	2.386	0.093
Nationality * Hotel classes	4.396	2	2.198	2.316	0.100
Error	358.732	378	0.949		
Total	5274.160	384			
Corrected Total	426.276	383			
a. R Squared = 0.182 (Adjusted R Squared = 0.167)					

According to the two-way ANOVA results, the significance level of 0.000 (Sig. < 0.05) and the F-value of 14.235, suggests that there is a significant impact of at least one predictor (nationality, hotel classes, or their interaction) have a statistically significant effect on CS in hotels. Moreover, the results revealed that CS significantly differs among different nationalities in hotels during the exchange rate change in Egypt, with high F-values and low p-values (Sig.0.000). On the other hand, hotel classes factor shows a Sig. value slightly above 0.05, suggested that its effect on CS is not statistically significant. Additionally, the interaction between guest' nationality and hotel classes is not statistically significant, with a Sig. value slightly above 0.05. The R squared value indicated that approximately 15.8% of the variance in CS is explained by guests' nationality, hotel classes, and their interaction, and the adjusted R squared suggests that around 14.7% of the variance is explained. According to the findings, while guests' nationality is a significant predictor, hotel classes and interaction between them are not statistically significant in explaining CS during the exchange rate change in Egypt. Therefore, results indicated that the relationships between the predictors and CS are complex. Based on the findings, H₄ was not accepted. Therefore, researchers refuse the null hypothesis and accept the alternative hypothesis, indicating statistical significance due to the significant impact of at least one predictor (nationality, hotel classes, or their interaction) on CS in hotels during the exchange rate change in Egypt. Given the significant result, a pairwise comparison was conducted to identify specific differences in CS between different nationalities within each guest's income levels.

Table (15): Pairwise Comparisons for Nationality within Hotel Classes for CS

Hotel Classes	(I) Nationality	(J) Nationality	Mean Difference	F	Sig.
Three-star	Egyptians	Egyptians	-1.220*	12.198	0.001
	Foreigners	Foreigners	1.220*		
Four-star	Egyptians	Egyptians	-0.849*	16.574	0.000
	Foreigners	Foreigners	0.849*		
Five-star	Egyptians	Egyptians	-0.517*	16.308	0.000
	Foreigners	Foreigners	0.517*		

According to the previous table, during the exchange rate change in Egypt, Egyptians and foreigners showed significant differences in CS in three-star hotels, with foreigners exhibiting higher CS mean compared to Egyptians in the same hotel class at Sig. level less than 0.05. Moreover, there is a significant difference in CS between Egyptians and foreigners in four-star hotels, foreigners have a higher CS mean in four-star hotels compared to Egyptians in the same hotel class at Sig. level less than 0.05. Additionally, there is a significant difference in CS between Egyptians and foreigners in five-star hotels during the exchange rate change in Egypt, foreigners have a higher CS mean in five-star hotels compared to Egyptians in the same hotel class at Sig. level less than 0.05. Therefore, the research results confirmed significant differences in CS between Egyptians and foreigners in hotel classes (three, four, and five-stars), with foreigners showing higher CS during the exchange rate change in Egypt. The insights provided can assist hospitality industry to utilize this information to tailor strategies aimed at improving satisfaction levels, particularly for Egyptian guests in hotels.

Fifth, to examine gender-based variances regarding the RI in hotels during the exchange rate change in Egypt, the hypothesis (H₅) proposed that there are no significant differences between male and female guests in terms of repurchase intentions in hotels during the exchange rate change in Egypt.

Table (16): Difference between Male and Female concerning RI

Variable	Gender	M	SD	t-value	df	Sig.	Mean Difference
RI	Males	3.401	1.139	-2.221	374.69	0.027	-0.25152
	Females	3.653	1.073				

(RI = Repurchase Intentions, M= mean, SD= standard deviation, df= degree of freedom)

Table 16 showed that male guests exhibited a significantly lower mean (M = 3.401, SD = 1.139) compared to females (M = 3.653, SD = 1.073), moreover, the negative t-values (-2.221) and significant Sig. values (0.027) indicated a significant difference between males and females in terms of RI in hotels during the exchange rate change in Egypt, suggested that female guests have slightly higher RI compared to males. Based on the findings, H₅ was not accepted. Therefore, the researchers refuse the null hypothesis and accept the alternative hypothesis. Hence, there is a significant difference between male and female guests in terms of repurchase intentions in hotels during the exchange rate change in Egypt in favor of female guests.

Six, to analyze the differences between Egyptian and foreign guests in terms of RI in hotels during the exchange rate change in Egypt, the hypothesis (H₆) proposed that, there are no significant differences between Egyptian and foreign guests in terms of RI in hotels during the exchange rate change in Egypt.

Table (17): Independent Sample Test by Nationality for RI

Variable	Nationality	M	SD	t-value	df	Sig.	Mean Difference
RI	Egyptians	3.07	1.163	-8.135	345.86	0.000	-0.86319
	Foreigners	3.93	0.889				

(RI = Repurchase Intentions, M= mean, SD= standard deviation, df= degree of freedom)

According to table 17, Egyptian guests exhibited a significantly lower mean (M = 3.07, SD = 1.163) compared to foreigners (M = 3.93, SD = 0.889), moreover, t-tests (Sig. < 0.05, df = 345.86) indicate highly significant differences in RI between

Egyptian and foreign guests during the exchange rate change in Egypt. The negative mean difference (-.86319) suggests that, on average, Egyptian guests have a lower RI compared to foreign guests have higher RI during the exchange rate change in Egypt. Based on the findings, H₆ was not accepted. Therefore, the researchers refuse the null hypothesis and accept the alternative hypothesis. Hence, there is a significant difference between Egyptian and foreign guests in terms of repurchase intentions in hotels during the exchange rate change in Egypt in favor of foreign guests.

Seven, to analyses the differences in the RI in hotels based on the guest' nationality and income-levels during the exchange rate change in Egypt, the hypothesis (H₇) proposed that there are no significant differences in the repurchase intentions in hotels based on the guest' nationality and income-levels during the exchange rate change in Egypt.

Table (18): Results of Two-Way ANOVA Between-Subjects Effects for RI

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	89.578 ^a	7	12.797	12.412	0.000
Intercept	3208.013	1	3208.013	3111.6	0.000
Nationality	25.342	1	25.342	24.580	0.000
Income	15.415	3	5.138	4.984	0.002
Nationality * Income	3.601	3	1.200	1.164	0.323
Error	387.648	376	1.031		
Total	5221.563	384			
Corrected Total	477.226	383			

a. R Squared = 0.188 (Adjusted R Squared = 0.173)

According the results in the previous table, the significance level of 0.000 (Sig. < 0.05) and the F-value of 12.412 indicated that there is at least one predictor (nationality, income-levels, or their interaction) statistically significant effect on the RI in hotels during the exchange rate change in Egypt. Moreover, the results revealed that the RI significantly differs among different nationalities and income-levels in hotels, with low Sig. < 0.05 indicated that guests' nationality and income-levels significantly influence RI in hotels. On other hand, the interaction between guests' nationality and income-levels does not contribute significantly to explaining the variation in RI with Sig. value level of 0.323. Additionally, R Squared revealed that 18.8% of variance is explained by nationality, income, and their interaction, but adjusted R Squared suggested that 17.3% of the variance in RI is explained by the predictors. These results indicated that both nationality and income-levels, along with their interaction, significantly affect RI in hotels during the exchange rate change in Egypt. Based on the findings, H₇ was not accepted. Therefore, researchers refuse the null hypothesis and accept the alternative hypothesis. Hence, there are a significant differences in the RI in hotels based on the guest' nationality and income-levels during the exchange rate change in Egypt. Given the significant result, a pairwise comparison was conducted to identify specific differences in CS between different nationalities within each guest's income levels.

Table (19): Pairwise Comparisons for Nationality within Income Groups for RI

Income	(I) Nationality	(J) Nationality	Mean Differenc e	F	Sig.
Less than 5000	Egyptians	Egyptians	-0.923*	28.001	0.00 0
	Foreigners	Foreigners	0.923*		
From 5000:10000	Egyptians	Egyptians	-0.816*	15.836	0.00 0
	Foreigners	Foreigners	0.816*		
From 10001:15000	Egyptians	Egyptians	-0.331	0.793	0.37 4
	Foreigners	Foreigners	0.331		
More than 15000	Egyptians	Egyptians	-0.495*	4.284	0.03 9
	Foreigners	Foreigners	0.495*		

The previous pairwise comparisons table provides insights into the mean differences in RI in hotels based on different guests' income-levels and nationalities during the exchange rate change in Egypt. The results indicated that Egyptians with income-level of "less than 5000" experienced lower RI in hotels compared to foreigners in the same income-level (mean difference = -0.923, Sig. = 0.00), while foreigners have higher RI in hotels at the same income-level. Additionally, Egyptians with income-level of "from 5000:10000" experienced lower RI compared to foreigners in the same income-level (mean difference = -0.816, Sig. = 0.00). Conversely, there is no significant difference in RI in hotels between Egyptians and foreigners with income-level from 10001 to 15000 with Sig. value level more than 0.05 (Sig. = 0.374). On the other hand, there is significant difference in RI between Egyptians and foreigners with income-level of more than 15000 (mean difference = -0.495, Sig. = 0.039), which indicated that Egyptians experienced lower RI in hotels compared to foreigners in the same income-level. Based on the results, foreign guests generally have higher RI in hotels than Egyptian guests across various income-levels during the exchange rate change in Egypt, suggested that as income increases the RI gap decreases. The insights provided can assist the hospitality industry to comprehend the RI differences across various guest' income-levels and nationalities, thereby guiding targeted strategies to meet the customers' needs and desires.

Finally, to determine the differences in the RI in hotels based on the guest' nationality and hotel classes (three, four, and five-stars) during the exchange rate change in Egypt, the hypothesis (H₈) proposed that there are no significant differences in the repurchase intentions in hotels based on the guest' nationality and hotel classes during the exchange rate change in Egypt.

Table (20): Results of Two-Way ANOVA Between-Subjects Effects for RI

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	86.480 ^a	5	17.296	16.732	0.000
Intercept	2205.923	1	2205.923	2133.95	0.000
Nationality	41.775	1	41.775	40.412	0.000
Hotel classes	6.435	2	3.217	3.112	0.046
Nationality * Hotel classes	3.845	2	1.923	1.860	0.157
Error	390.746	378	1.034		
Total	5221.563	384			
Corrected Total	477.226	383			

a. R Squared = 0.181 (Adjusted R Squared = 0.170)

The previous table provides information on the two-way ANOVA analysis for the effects of nationality, hotel classes, and their interaction on the RI in hotels during the exchange rate change in Egypt. The results indicated that there is at least one predictor (nationality, hotel classes, or their interaction) have a statistically significant effect on RI in hotels during the exchange rate change in Egypt (Sig. = 0.000 and F-value =16.732). Moreover, the results revealed that RI significantly differs between different nationalities and hotel classes during the exchange rate change in Egypt, with lower Sig. value (Sig. < 0.05). On the other hand, the interaction between guest' nationality and hotel classes is not statistically significant (Sig. 0.157), which indicated that the combined effect of nationality and hotel classes on RI is not significantly different from expected based on the individual effects. Additionally, R squared value indicated that approximately 18.1% of the variance in RI in hotels is explained by guests' nationality, hotel classes, and their interaction, while the adjusted R squared suggested that around 17% of the variance is explained. According to the findings, guests' nationality, hotel classes, and their interaction have statistically significant effects on RI in hotels during the exchange rate change in Egypt. Based on the findings, H₈ was not accepted. As a result, the researchers refuse the null hypothesis and accept the alternative hypothesis, indicating statistical significance difference due to the significant impact of at least one predictor (nationality, hotel classes, or their interaction) on RI in hotels during the exchange rate change in Egypt. Therefore, a pairwise comparison was conducted to identify specific differences in RI between different nationalities within each hotel classes (three, four, and five-stars).

Table (21): Pairwise Comparisons for Nationality within Hotel Classes for CS

Hotel Classes	(I) Nationality	(J) Nationality	Mean Difference	F	Sig.
Three-star	Egyptians	Egyptians	-1.257*	11.891	0.001
	Foreigners	Foreigners	1.257*		
Four-star	Egyptians	Egyptians	-0.952*	19.126	0.000
	Foreigners	Foreigners	0.952*		
Five-star	Egyptians	Egyptians	-0.621*	21.565	0.000
	Foreigners	Foreigners	0.621*		

According to the previous table, during the exchange rate change in Egypt, Egyptians and foreigners showed significant differences in RI in three-star hotels, with foreigners exhibiting higher RI mean compared to Egyptians in the same hotel class at Sig. value less than 0.05. Moreover, there is a significant difference between Egyptians and foreigners in four-star hotels regarding RI, with foreigners have a higher RI mean in four-star hotels compared with Egyptians in the same hotel class with Sig. value less than 0.05. Additionally, there is a significant difference between Egyptians and foreigners in five-star hotels regarding RI during the exchange rate change in Egypt, with foreigners have a higher RI mean in five-star hotels while Egyptians in the same hotel class with Sig. value less than 0.05. Therefore, the research results confirmed significant differences in repurchase intentions in hotels based on the guest' nationality and hotel classes (three, four, and five-stars) during the exchange rate change in Egypt, with foreigners showed higher RI. The insights provided can assist the hospitality industry to utilize this information to tailor strategies aimed at improving RI levels, particularly for Egyptian guests in hotels.

4.5. Test Hypotheses Summary

The next table indicates to what extent the hypothesis of the research is accepted.

Table 22: Summary of Tested Hypotheses

Research Hypotheses	Results
H₁ : There are no significant differences between the male and female guests in terms of customer satisfaction in hotels during the exchange rate change in Egypt.	Accepted
H₂ : There are no significant differences between the Egyptian and foreign guests in terms of customer satisfaction in hotels during the exchange rate change in Egypt.	Rejected
H₃ : there are no significant differences in the customer satisfaction in hotels based on the guest' nationality and income-levels during the exchange rate change in Egypt.	Rejected
H₄ : there are no significant differences in the customer satisfaction in hotels based on the guest' nationality and hotel classes during the exchange rate change in Egypt.	Rejected
H₅ : There are no significant differences between the male and female guests in terms of repurchase intentions in hotels during the exchange rate change in Egypt.	Rejected
H₆ : There are no significant differences between the Egyptian and foreign guests in terms of repurchase intentions in hotels during the exchange rate change in Egypt.	Rejected
H₇ : there are no significant differences in repurchase intentions in hotels based on the guest' nationality and income-levels in hotels during the exchange rate change in Egypt.	Rejected
H₈ : there are no significant differences in repurchase intentions in hotels based on the guest' nationality and hotel classes in hotels during the exchange rate change in Egypt.	Rejected

5. Discussion and Recommendations

First, the current research investigated the gender-based differences in terms of CS in hotels during the exchange rate change in Egypt; the result revealed that there was no significant difference between male and female guests regarding CS during the exchange rate change in Egypt. Moreover, the current research indicates that male guests suggest greater variability in their satisfaction levels, indicating more diverse experiences and preferences among male guests than females. These results are consistent with the study results of Mohajerani and Miremadi (2013), who found that there are no significant differences in CS levels between male and female tourists. The findings emphasized the need to regularly monitor CS trends, tailor marketing and service strategies, and implement feedback mechanisms to identify the needs and preferences of both male and female guests. However, it is important to consider the diverse experiences of male guests.

Second, the current research investigated the nationality-based differences in terms of CS in hotels during the exchange rate change in Egypt; the results indicate that there are significant differences in CS between Egyptians and foreigners during an exchange rate change in Egypt. The result suggests that during the exchange rate change, Egyptian guests had significantly lower satisfaction compared to foreign guests. This finding is consistent with previous research by Radojevic et al. (2017), which found that travelers from different countries experience different levels of satisfaction after they visits the same destination. Additionally, economic factors can increase customer sensitivity to prices, which leads to negative or positive emotions

for customers (Malc, Selinšek, Dlačić & Milfelner, 2021). Moreover, foreign customers generally have higher satisfaction levels with hotels (Le et al., 2020; Martín et al., 2020). Hence, CS levels in hotels during the exchange rate change vary based on the nationality of tourists in Egypt. The findings emphasized that hotels in Egypt can enhance CS by implementing flexible pricing strategies, promotional offers, and bundled services to navigate exchange rate changes and capitalize on strengths. Furthermore, hotels should tailor their services to Egyptian guests' specific preferences or amenities that resonate with their needs to improve CS. Implementing these recommendations can help businesses create targeted strategies to improve CS and competitiveness in the hotel industry.

Third, the researchers examined the differences in CS in hotels based on the guest' nationality and income-levels during the exchange rate change in Egypt; significant in the customer satisfaction in hotels based on the guests' nationality and income-levels during the exchange rate change in Egypt. Moreover, the results revealed that foreign guests generally have higher CS levels than Egyptian guests across various income groups, and as income increases, the satisfaction gap decreases. The findings support the evidence that income significantly impacts CS levels, with studies showing significant differences in CS among guests in hotels based on demographic factors such as income (Tefera & Migiro, 2018). Recently, Baquero (2023) suggested that high-income customers value facilities that cater to their beliefs and preferences, which enhances their satisfaction. Therefore, understanding these variations can guide businesses in developing targeted strategies to enhance satisfaction, especially for guests with lower incomes, and capitalize on the observed threshold effect. Accordingly, practical implications include addressing income-related satisfaction thresholds during the change in the exchange rate in Egypt; therefore, it is important to tailor marketing strategies to cater to different guest needs and continuously monitor satisfaction trends to adapt strategies. Recommendations include catering to guests' income categories, implementing feedback mechanisms for targeted improvements, and collaborating with marketing teams to design campaigns that resonate with diverse guest demographics, which is important for the hotel industry.

Fourth, the manuscript explored the differences in the CS based on the guest' nationality and hotel classes during the exchange rate change in Egypt; the results revealed that while guests' nationality is a significant predictor, hotel classes and interaction between them are not statistically significant in explaining CS during the exchange rate change in Egypt. Moreover, the results confirmed significant differences in CS between Egyptians and foreigners in hotel classes (three, four, and five-stars), with foreigners showing higher CS during the exchange rate change in Egypt. These results are consistent with the fact that hotel star ratings significantly impact customer expectations, with higher classifications linked to superior rooms, sleep quality, and service quality (Rajaguru & Hassanli, 2018). Furthermore, the star-rating system is commonly used to assess the quality of hotels, with four-star and five-star establishments generally having higher expectations for hospitality and service (Rhee & Yang, 2015; Moreno-Perdigon et al., 2021). Frank et al. (2014) discovered significant differences in CS; four-star hotels show significant variances from five-star hotels. Additionally, Radojevic et al. (2017) found that higher-rated hotels contribute to overall CS with hotel services. Luxury hotels have a more uniform level of CS, while middle- or low-class hotels have more diverse opinions (Martín et al., 2020). Consequently, practical implications suggest a significant difference in CS among three, four, and five-star hotels during the exchange rate change in Egypt. Hotel classes appear to play a crucial role in shaping CS, with higher-class hotels

generally receiving higher CS. Therefore, three-star hotels should focus on quality improvement strategies to enhance CS and compete with higher-class establishments. Establish effective feedback mechanisms to collect insights directly from guests, helping hotels address customer concerns and enhance overall CS. Moreover, invest in employee training programs to ensure consistent and high-quality service across all hotel classes. Emphasize and market the distinct features and services offered by four- and five-star hotels to attract guests seeking higher satisfaction.

Fifth, the current research investigated the gender-based differences in terms of RI in hotels during the exchange rate change in Egypt; the results indicated a significant difference between male and female guests in terms of RI in hotels during the exchange rate change in Egypt. Moreover, male guests indicate greater variability in their RI than females, highlighting diverse intentions among male guests regarding future visits. The findings substantiate the evidence that there is a difference between males and females (Ozdemir et al., 2012). Moreover, Nasution et al. (2022) investigated repurchase intention among restaurant customers; the results showed that male and female customers have different perceptions of RI. Additionally, Beldona and Namasivayam (2006) found that women are less likely to revisit businesses that employ higher prices based on demand fluctuations. The practical significance of this difference emphasizes the importance of understanding and addressing gender-related variations in RI during economic changes. Therefore, it has some practical implications that hotels can continuously monitor repurchase intention trends among both genders to adapt strategies in response to changing customer behaviors. Implement feedback mechanisms to collect direct input from male guests, helping to identify specific areas for improvement and enhancement.

Six, the manuscript investigate the nationality-based differences regarding the RI in hotels during the exchange rate change in Egypt; the research findings indicated that there were significant differences between Egyptian and foreign guests regarding RI in hotels during the exchange rate change in Egypt. Moreover, the result revealed lower RI for Egyptian guests in hotels compared with foreign guests. The substantial gap in RI between Egyptian and foreign guests highlights a significant concern for hotels during exchange rate changes. These findings support the evidence that global customers may have diverse expectations and performance evaluation methods despite receiving the same service from the same personnel (Pantouvakis, 2013). Moreover, cultural differences and nationality are effective variables on revisit intentions among tourists (Ozdemir et al., 2012; Schuckert et al., 2015). Additionally, Frank et al. (2014) found weaker differences in RI in national cultures. Therefore, RI in hotels during the exchange rate change varies based on the nationality of tourists in Egypt. For hotels in Egypt, identify and address factors contributing to lower RI among Egyptian guests, potentially focusing on service quality improvements. Understanding repurchase patterns can provide a competitive edge; therefore, businesses should continuously monitor and implement loyalty programs to encourage repurchases, especially for Egyptian guests who may require additional support. Moreover, develop strategies that are tailored to the cultural and economic contexts of both Egyptian and foreign guests. By implementing these recommendations, businesses can strategically address the observed differences in RI, fostering customer loyalty and maintaining competitiveness, especially during economic fluctuations.

Seven, the researchers examined the differences in RI based on the guest' nationality and income-levels in hotels during the exchange rate change in Egypt; the results showed there are a significant differences in the RI in hotels based on the guest' nationality and income-levels during the exchange rate change in Egypt. Moreover, foreign guests generally have higher RI in hotels than Egyptian guests

across various income-levels during the exchange rate change in Egypt, suggested that as income increases the RI gap decreases. These findings support those of Ivanova et al. (2016), who found that higher per capita income increases the ability of customers to demand and purchase goods. According to Akbaruddin (2023), income significantly influences consumer demand patterns, causing shifts in consumption and demand for goods or services. Moreover, repurchase decisions are influenced by socio-demographic characteristics, with income levels playing a crucial role (Aypar & Huseynli, 2018; Kim & Lee, 2019). High-income customers visit more frequently, which plays a crucial role in determining customer intention (Jayakanth & Adalarasu, 2016). Subsequently, practical implications demonstrated that guests with higher income-levels are more likely to repurchase products and services during the exchange rate change in Egypt. Therefore, the recommendation for the hotel industry is to conduct in-depth research to understand factors influencing RI, design targeted promotions for lower-income guests, implement customer engagement strategies, and continuously monitor repurchase intention trends.

Finally, the manuscript explored differences in repurchase intentions in hotels based on the guest' nationality and hotel classes in hotels during the exchange rate change in Egypt; the results indicated that guests' nationality, hotel classes, and their interaction have statistically significant effects on RI in hotels during the exchange rate change in Egypt. Moreover, the results confirmed significant differences in repurchase intentions in hotels based on the guest' nationality and hotel classes (three, four, and five-stars) during the exchange rate change in Egypt, with foreigners showed higher RI. These results are inconsistent with Rajaguru and Hassanli (2018), who found no significant relationship between hotel star ratings and RI. On the other hand, this is consistent with Kim et al. (2019) and Tiwari and Mishra (2023), who found that customers with higher hotel class expectations and room amenities, are more willing to pay for services and develop positive intent to revisit the hotel. These results contribute to the practical implication that higher-rated hotels (four-star and five-star) attract guests with higher RI, while three-star hotels show greater variability in guest RI, indicating diverse preferences or experiences during the exchange rate change in Egypt. Therefore, understanding these variations is crucial for hotels to tailor their strategies and services to meet the preferences of guests in different hotel grading categories. Moreover, implement strategies to enhance service quality and amenities in three-star hotels to improve RI. Additionally, establish guest feedback mechanisms and leverage positive RI as a competitive advantage by showcasing CS and experiences.

6. Practical Implications

The present research has revealed complex patterns based on nationality, gender, income levels, and hotel class to comprehend the complex dynamics of CS and RI within Egypt's hotel industry during the exchange rate changes in Egypt. Notably, CS exhibited a dynamic response to currency fluctuations, impacting guests' intentions to revisit hotels. The comparative study elucidated variations among different hotel categories, and the results offer useful information to marketers, policymakers, and hotel management that seek to customize strategies for various customer segments in times of economic uncertainty. The identified patterns underscore the importance of proactive management strategies in the face of exchange rate volatility. Hoteliers should recognize the potential impact of currency changes on customer perceptions and, consequently, loyalty. Adaptable pricing structures, effective communication strategies, and enhanced customer service protocols are imperative in mitigating the negative effects of exchange rate shifts on CS. Practitioners in the Egyptian hotel industry can leverage our findings to fine-tune

their operational and marketing approaches. By understanding the nuanced dynamics between exchange rates and CS, hotel managers can implement agile pricing strategies, invest in staff training to enhance service quality, and establish transparent communication channels to manage guest expectations during currency fluctuations.

Firstly, the research indicates no significant difference in CS between male and female guests during exchange rate changes; the higher standard deviation for male guests suggests diverse experiences and preferences. However, a significant difference emerges in RI between genders. This underscores the importance of continuously monitoring CS trends and tailoring marketing and service strategies to accommodate the diverse preferences of both male and female guests. Therefore, implementing feedback mechanisms can further identify specific areas for improvement. Secondly, the significant disparity in CS and RI between Egyptian and foreign guests during exchange rate changes aligns with existing literature. Cultural variations, economic factors, and differing expectations contribute to these distinctions. The practical implication is clear: hotels in Egypt should adopt flexible pricing strategies, targeted promotional offers, and services that cater to the specific preferences of both Egyptian and foreign guests. Thirdly, guest' nationality and income-levels significantly impact both CS and RI during exchange rate changes. The findings highlight a threshold effect, emphasizing the need for targeted strategies based on income categories. Hotels should continuously monitor satisfaction trends, design promotions for lower-income guests, and implement customer engagement strategies to enhance retention. Moreover, understanding income-related differences in RI is crucial for strategic adaptation. Finally, the observed differences in CS and RI across guests' nationality, hotel classes (three, four, and five-star hotels) underscore the significance of hotel class in shaping guest experiences. Higher-rated hotels generally receive higher satisfaction, and guests show higher repurchase intentions in four- and five-star hotels. Moreover, foreign guests generally have higher CS and RI in hotels than Egyptian guests across various income-levels and hotel classes (three, four, and five-star) during the exchange rate change in Egypt, suggested that as income increases the CS and RI gap decreases. Furthermore, Egyptian and foreign guests in hotels face the challenge of greater variability, indicating diverse preferences or experiences.

In conclusion, these research findings contribute to a deeper understanding of the intricate interplay between CS, RI, and various demographic and contextual factors in Egypt's hospitality industry during exchange rate change. Therefore, by embracing the practical implications and recommendations, hotels can strategically navigate economic fluctuations, enhance CS, and maintain competitiveness.

7. Theoretical Contribution

The current manuscript makes several significant theoretical contributions to the existing body of knowledge in the field of hospitality management, particularly within the context of exchange rate changes. The research adds to the theoretical understanding of CS and RI by highlighting their dynamic nature in response to exchange rate fluctuations. The research highlighted that CS and RI are influenced by external economic factors like the exchange rate change. This contributes to the broader literature on CS and RI by acknowledging their sensitivity to contextual economic variables. Moreover, the research provides theoretical insights into the segmentation of CS and RI based on nationality, gender, income-levels, and hotel classes during exchange rate changes. This segmentation approach contributes to the development of a more understanding of customer behavior during the exchange rate change in Egypt, acknowledging the diverse needs and preferences of different customer segments in the hospitality industry.

Additionally, the research contributes to the theoretical framework of strategic management in the hospitality sector, particularly in response to economic uncertainties. The identified patterns underscore the importance of proactive management strategies, such as adaptable pricing structures, effective communication strategies, and enhanced customer service protocols. This theoretical insight emphasizes the necessity for strategic flexibility in the hospitality industry, aligning with the broader literature on strategic management in dynamic environments. Additionally, the research enhances theoretical understanding regarding the influence of guest' nationality and income-levels on CS and RI during the exchange rate change in Egypt, contributes to theoretical discussions on consumer behavior during economic changes. The current research suggested that guests' nationality and income-related differences exhibit a threshold, influencing customer behavior in a non-linear fashion. This theoretical insight adds complexity to the understanding of the relationship between income and customer decisions in the hospitality industry during the exchange rate change in Egypt. In conclusion, this research provides theoretical advancements by unveiling nuanced patterns in CS and RI during exchange rate changes, contributing to the broader theoretical field of hospitality management, strategic adaptation, and customer behavior in dynamic economic situations.

8. Limitations and Future Research Suggestions

The research's valuable contributions are crucial, but acknowledging its limitations is crucial for contextualizing the findings and suggesting future research avenues. Hence, the research focused on hotel industry during the exchange rate change in Egypt, potentially limiting the generalizability of the findings to other regions or economic contexts. Future research should consider diverse geographic locations and economic conditions. While the study considered nationality, gender, income levels, and hotel classes, other relevant demographic variables, such as age, occupation, and purpose of visit, were not thoroughly explored. Future research should encompass a more comprehensive set of demographic factors. The use of a cross-sectional design restricts the ability to establish causation. Future research could employ longitudinal designs to better understand the temporal relationships between exchange rate changes and customer behavior. Moreover, the use of self-reported data for CS and RI may introduce response bias and social desirability. Future research can be strengthened by incorporating objective measures or observational data, such as customer complaints, return rates, or service response times, to analyze their reliability. The research predominantly used quantitative methods, potentially overlooking qualitative aspects. Studies in the future could adopt other tools approaches such as interviews or adopt the mixed-methods approach can provide a richer understanding of customer experiences. By addressing these limitations and pursuing these future research suggestions, scholars can contribute to a more comprehensive understanding of the complex dynamics between exchange rate changes, CS, and RI in the hospitality industry.

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