

FACTORS AFFECTING THE PERFORMANCE OF SUPPLY CHAIN MANAGEMENT IN THE HOTEL INDUSTRY: A CASE OF THE FIVE STAR HOTELS IN NAIROBI COUNTY

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ABSTRACT

The purpose of the study was to determine the factors affecting the performance of supply chain

management in the hotel industry, a case study of the five star hotels in Nairobi County. The specific objectives were to determine the effect of information technology, management support, environmental uncertainties and value addition processes on the performance of supply chain management in the five star hotels in Nairobi County. A descriptive research design was used. The population of interest was the 31 five star hotels in Nairobi where the procurement managers were targeted. This study undertook a census survey where all the 31 five star hotels in Nairobi was included. The study utilised primary data. Primary data was collected using questionnaire.

The study carried out a pilot study to test reliability and validity of the questionnaire. Data collected was both quantitative and qualitative in nature. Analysis was done quantitatively and qualitatively by use of descriptive statistics. A multiple regression model was used to assess the collective effect of four independent variables and depended variable.

The study findings reveled that adoption of information technology, management support, uncertainties and value addition had a positive impact on the performance of supply chain management in the five star hotels in Nairobi County. The study concludes that adoption of ICT, presence of a strong management support and value addition processes all promoted the performance of supply chain management in the five star hotels in Nairobi County however the studied noted that environmental uncertainties had a negative effect on the performance of supply chain management in the five star hotels. The study recommends that five star hotels should consider adoption of ICT in their business process, as this was found to enhance accountability levels, removal of bureaucracy, enhancement of process innovation and efficiency.

Keywords: *Information Technology, Management Support, Environmental Uncertainties and Value Addition, Supply Chain Management.*

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