

ABSTRACT

This study sought to establish the effect of energy conservation practices on customer satisfaction in star rated hotels in Mt. Kenya Region. The study was anchored on the Theory of Planned Behavior (TPB). Descriptive research design was used. The study targeted all 24 star rated hotels in Nyeri, Laikipia, Embu, Meru and Tharaka Nithi. Yamane formula was used to obtain a sample of 243 respondents. Stratified random sampling was used to select the respondents. Primary data collected using structured questionnaires was used. Data collected was analysed using SPSS version 25. The study found that energy conservation practices had a significant and positive relationship with customer satisfaction in star rated hotels in Mt. Kenya Region. The study recommends the need for hotels to adopt sustainable technologies, include the use of energy efficiency measures/equipment, building design techniques that maximize the available daylight.