

**CUSTOMER SATISFACTION ON SERVICE QUALITY
AND FIRM PERFORMANCES**

(With reference to listed hotels in Colombo Stock Exchange)

*This dissertation is submitted as a partial fulfillment of the degree of bachelor of
Business Management in Entrepreneurship and Management*

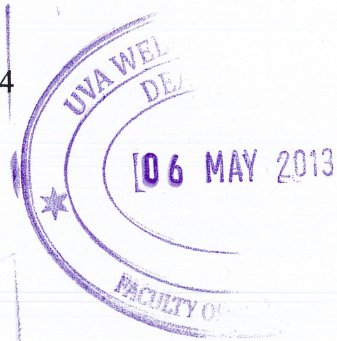
Department of Management Science

Faculty of Management

Uva Wellassa University

Registration number: UWU/ENM/09/0004

Year 2013



**UWU
LIBRARY**

ABSTRACT

Service sector is a best sector for measure the customer satisfaction which has practiced hotel sector very positive way and they are providing best services for satisfy the need of customers. Specially, large hotels are maintaining this practice better manner and they can compete their competitors, attract new comers and retain existing customers. Ultimately, satisfied customers are key of any firm and it is caused increases firm performances such as sales growth and net profit.

This research outlines the current hotel industry, customer satisfaction and firm performances, as per outlined by Adams B. Steven, Yan dong and Martin Dresner who has study of airline industry. The objectives of this research study are, to identify relationship between customer satisfaction on service quality and firm performances such as growth and profit, and also to identify mostly affecting factor for customer satisfaction. In addition to that researcher focuses to identify degree of customer satisfaction on service quality in hotel industry.

The researcher used developed model (according to literature article, "servqual".model) and listed hotels in Colombo stock exchange and customers, in that hotels considered as a sample. The researcher has utilized structured questionnaire and annual reports in order to gather data from the sample.

The results shows that no significant relationship between customer satisfaction on service quality and firm performances such as growth and profit. Tangibility is severely affecting factor for customer satisfaction in hotel industry. Finally, it can be stated significant customer satisfaction level in hotel services.

Key words-customer satisfaction on service quality, firm performances such as growth and profit.