

Impacts of Service Quality Dimensions on Home Stay Tourists' Satisfaction: Empirical Evidence from Kandy Area

J.A.D.S. Jayakody¹ and J.P.R.C. Ranasinghe²

¹Department of Public Administration, Uva Wellassa University Badulla, Sri Lanka

²Department of Management Sciences, Uva Wellassa University Badulla, Sri Lanka

Sri Lankan economy has a maximum contribution from service industries and tourism remains in the third place of foreign income sources. Tourism is growing continuously and tourist satisfaction has been identified as a key performance indicator in tourism industry. This research aimed on the service quality dimensions of home stay unit tourist satisfaction with special reference to the Kandy region. Service Quality dimensions are the independent variable and under that there were five sub independent variables. Tourist Satisfaction was the dependent variable and below that there were two sub dependent variables. There were mainly two objectives as to identify the relationship between service quality and tourist satisfaction in home stay units and to identify potentials for improvements in service quality in home stay units. A sample of 150 tourists was drawn using convenience sampling method. Primary data were collected by using self-administrated questionnaire and questionnaire comprised of 34 questions from five sub dependent variables. Data were collected through questionnaire filled by respondents and analysed by using SPSS version 22. Descriptive statistics and correlation were used to analyse the data to achieve objectives of the study. Finding revealed that there is a strong positive relationship with Service Quality dimensions and Tourist Satisfaction. Further tourists were almost satisfied with the existing level of service quality and Reliability get the first place. Same time, Responsiveness take second place and lack of standard level of visually appealing facilities, inadequate equipment and capacity, low level clean environment were not reaching to fulfill tourists' expectations. Therefore, researchers recommended improving the tangibility, assurance and empathy dimensions of service quality effective manner, implement and publish the new policies among home stay units to increase tourists' satisfaction and their revisiting levels.

Keywords: Service quality dimensions, Tourist satisfaction, Home stay units, Tourism