



IMPACTS OF QUALITY DIMENSIONS AND PRICE ON
CUSTOMER SATISFACTION OF WEDDING BANQUETS IN
FIVE STAR HOTELS IN COLOMBO DISTRICT

This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
Business Management in Hospitality, Tourism & Events Management

Index number: UWU/EX/10/0442

Name of the candidate: K. Y. Ishan

Year 2014

ABSTRACT

IMPACTS OF QUALITY DIMENSIONS AND PRICE ON CUSTOMER SATISFACTION OF WEDDING BANQUETS IN FIVE STAR HOTELS IN COLOMBO DISTRICT.

UWU/EX/10/0442

Hospitality, Tourism & Events Management

Customer Satisfaction and Quality Dimensions remain vital issues in most service industries, including wedding banquet service providers. Service quality and customer satisfaction are inarguably the two core concepts in marketing theory and practice. This study examined the relationships between three determinants of quality dimensions (predictors: quality of food, quality of staff service, and quality of physical environment), price and satisfaction in wedding banquets in five star hotels in Colombo district. Despite the importance of food service quality, academics and managers know relatively little about how the combined effects of quality (food, service, and physical environment) elicit customer satisfaction. All the wedding hosts who celebrated their wedding in five star hotels in Colombo district are represented as population of this study and sample is hundreds of hosts in total population. Data was collected through questionnaire from selected sample. Questionnaire was developed in order to disclose key indicators which are related to independent and dependent variables to achieve research objectives. Multiple regression analysis with interactions showed that quality of food, service, and physical environment were all significant determinants of customer satisfaction. In addition, perceived price also acted as a influence in the satisfaction formation process. Finally, the results indicated that quality dimensions are indeed a

significant variable of customer satisfaction and quality of staff service is a major predictor influence to customer satisfaction. The findings may provide banquet managers with a guideline for enhancing level of customer satisfaction.

Keywords: *Quality dimensions (food, service, and physical environment); Customer satisfaction; Wedding Banquet*

1	INTRODUCTION	3
1.1	Background of the study	3
1.2	Background of the study	3
1.3	Research Objectives	3
1.4	Research Objectives	3
1.5	Research Objectives	3
1.6	Research Objectives	3
1.7	Chapter Summary	3
2	LITERATURE REVIEW	3
2.1	Introduction	3
2.2	Quality of Food	3
2.3	Quality of Staff Service	3
2.4	Quality of Physical Environment	3
2.5	Price	30
2.6	Customer Satisfaction	33
2.7	Conceptual framework	35
2.8	Hypothesis	37
2.9	Operationalization	37
2.10	Chapter Summary	38
3	METHODOLOGY	39
3.1	Introduction	39
3.2	Research Design	39
3.3	Research Participants	39