

Service Quality Perception in the Hotel Industry; with Special Reference to Galle District

A. M. Sheriff and J. P. R. C. Ranasinghe

Uva Wellassa University, Sri Lanka

The service quality is an important factor for the success in the hotel industry. This research attempts to study customer's perceived service quality in the hotel industry in the context of Sri Lanka. This paper aims to elucidate what customers think of the quality of service by evaluating nine service quality dimensions of the service quality. The method employed to gather the research data was adopted from some of the instruments used in the SERVQUAL method as well as some of the other popular dimensions used in the hotel industry researches regarding measuring the perceived service quality. The descriptive statistics and analysis was employed to analyse and present scales of 5 point Likert questionnaires. The research findings indicated that generally the customers in the classified hotels were satisfied with the service quality that was provided by the hotel management. The study recommends concentrating on the service quality dimensions which are in the lower perceived levels. Based on it the relevant authorities are recommended to take initiative steps to further increase the perceived service quality in this sector as it will help the tourism industry in Sri Lanka to prosper and create a competitive position against the rival countries. The highlighted areas of infrastructure and quality human resources are recommended to concentrate in positioning Sri Lanka as a competitive destination in future.

Key words: Service quality, SERVQUAL, Perceived service quality