

**THE IMPACT OF SERVICE QUALITY ON CUSTOMER
SATISFACTION; CASE ON FIVE STAR HOTELS IN
COLOMBO DISTRICT**

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ABSTRACT

The hotel sector in Sri Lanka has been developed dramatically in most recent years. At the present context hotel service providers have to be faced head to head competition to survive in the market. Thus to face the competition in the market place the service providers always try to add value to the customers.

Quality services should be provided by the hotels to add value to products or services to enhance traveller's satisfaction level. Satisfaction tends to matter on the perception of the customers. Mainly in the hotel industry the products and the services that are provided to the customers should be in high in quality and should be based on the respected standards. This study examines service quality of the hotel industry and how to it effects to the customer satisfaction in the five star hotels in Colombo district. Most of the researches doing in regarding of how to service quality affect to the increase in customer satisfaction in hotel industry, but they didn't consider about the five star hotels in Colombo district.

Population of this research is all foreign tourists who were accommodating at five star hotels in Colombo. In order to conduct this study the sample was selected sixty customers who were staying in five star hotels in Colombo district. Cluster sampling technique was used for sampling. The data were collected using a questionnaire. Descriptive analysis and Regression analysis was applied to analyze the data.

Key words: Service quality, Customer satisfaction, SERVQUAL model