



**Uva Wellassa
University**

SERVICE QUALITY AND CUSTOMER SATISFACTION

**(WITH SPECIAL REFERENCE TO HOTELS AND GUEST
HOUSES WHICH ARE NOT REGISTERED WITH SRI LANKAN
TOURISM IN GALLE DISTRICT)**

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

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ABSTRACT

Primary objective of this research was a comprehensive analysis To examine the customers perceived service quality in the unregistered hotel industry and whether there is a relationship between Service Quality and customer Satisfaction in hotel industry. and Secondary purpose was to identify the demographic background of the tourist who visit Galle district. to measure service quality & their interrelationship. Understanding guest's actual image on service quality & their satisfaction were the other purpose.

20 unregistered hotels from Galle district & 100 guests were considered as the sample. Primary data from the respondent through the prepared questionnaire, & Secondary data are collected from the internet, research articles, booklets magazines and the relevant institutions. Data was analyzed using a descriptive statistics, Multi Variant analysis method. Using the mean & standard deviation calculations of each variable according to the nine dimensions. Customer perceived service quality and Relationship between service quality & customer satisfaction was identified.

Tangibles was the lest value showed dimension and had negative relationship with satisfaction. Others consist with positive relationship. and also suggested to train and develop the staff members to be competitive in more languages as well as in multicultural service behaviors. the room arrangement for different seasons this will increase the perceived service quality and will lead to create more positive experience to the customer. Further empirical research should be done on the multicultural service behaviors and its effects on service encounters.