

**“SERVICE QUALITY PERCEPTION IN THE HOTEL  
INDUSTRY”  
(WITH SPECIAL REFERENCE TO GALLE DISTRICT)**

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**“Service quality perception in the hotel industry” (With special reference to Galle District)**

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*Key words: Service quality, SERVQUAL, Perceived service quality*

**Abstract**

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. This paper aims to discover what customers think of the quality of service as that can be found in the hotel industry by looking into certain factors. 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. By using a descriptive analysis with a measurement scale of a 5 point Likert scale system the analysis were done. There was some methodical and dimensional issues regarding measuring the perceived service quality. Based on the research nine service quality dimensions were identified. Research findings indicated that 36 percent were repeated customers to the specific hotels. The research findings also indicated that generally the customers in the classified hotels were satisfied with the service quality that was provided by the hotel management.

Finally, the recommendations were discussed for the service quality dimensions which are in the lower perceived level position. Based on it the relevant authorities are recommended to take initiative steps to further increase the perceived

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service quality in this sector. This will help the tourism industry in Sri Lanka to prosper and create a competitive position against the rival countries.

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