



**THE IMPACT OF SERVICE QUALITY DIMENSIONS
TOWARDS CUSTOMER SATISFACTION**

(With special reference to five star hotels in Sri Lanka)

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ABSTRACT

With the intense development of hospitality and tourism industry in Sri Lankan context, the services providers offer better services that attracts and retain the customers in a situation the industry is more competitive in global context. In addition, customers are more prone to select options of consumption and changing the trends of travelling and tourism. Competitive alternatives are provided by many service providers that are more attractive and enhance the industry competitiveness. In order to stay competitive, Sri Lankan tourism industry has to be more admirable by offering better service quality.

The objective of the study is to find the relationship between service quality dimensions and customer satisfaction, identify the impact of each factor to the customer satisfaction and identify the most and least important factor which influences to the customer satisfaction with reference to five star hotels in Sri Lanka. Sample consists of foreign tourists that have stayed in Sri Lankan five star hotels and 80 respondents have been interviewed by using a structured questionnaire. The SERVQUAL model has been used to measure the service quality, dimensions as Tangibility, Reliability, Responsiveness, Empathy and Assurance. Descriptive statistics has implied existing level of service quality and correlation coefficient analysis has exposed strong positive relationship between service quality dimensions and customer satisfaction. In addition multiple linear regression analysis has confirmed the impact of service quality dimensions towards customers' satisfaction by 61.1% coefficient determination.

The result suggests the highly positive relationship of service quality and customer satisfaction and Tangibles and Responsiveness has been identified as the key drivers which influence on customer satisfaction. The collaborative effort of both government and private sector should be needed by tourism industry to formulate comprehensive policies and criteria for tourism development. Furthermore government should make suitable arrangements to develop the infrastructure facilities, improve knowledge, skills and technology while reducing the legal back draws. In addition, hotel and restaurant industry has to engage global trends and modified technologies to expand the potential market and to reach the new markets.

Keywords: SERVQUAL Model, Service Quality, Customer Satisfaction