

**IMPACT OF THE SERVICE QUALITY ON THE
CUSTOMERS' SATISFACTION IN HOTEL INDUSTRY
WITH SPECIAL REFERENCE TO THE UVA PROVINCE.**

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Key words:-service quality, customer satisfaction

ABSTRACT

The Impact of service quality on the customer satisfaction has become internationally interesting topic. Several research papers investigate the impact of service quality on customer satisfaction in service industries. Many research papers were done in developed countries, on the other hand, only a few study was done in developing countries not only that but also hotel industry. This paper will closing the gap by examines the Impact of service quality on the customer satisfaction in the hotel industry. The 100 questionnaires were sent to the guests of the hotels in Uva province. The results are reported and confirmed that the service quality impact on customer satisfaction in hotel industry. In addition, the study finds that service quality should be applied in the hotel industry in Sri Lanka .And this research finds out the importance of practices service quality on hotel industry. A discussion of the result is presented and directions for further research on service quality and customer satisfaction management.