



**A Study on the Impacts of Venue Attributes On
Customer Satisfaction of Wedding Banquets
(Special Reference to 4 star 5 star Hotels in Colombo
District)**

This dissertation is submitted as a partial fulfillment of the degree of
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ABSTRACT

While the event industry has achieved a rapid growth within the world, it has contributed to the Tourism & Hospitality sector with a large proportionate of generating income. As a most competitive industry in Sri Lanka, wedding banquet demand has a considerable increment since last few years. Recently, modern couples tend to achieve their most special occasion with a higher effort and they have been deflected for banqueting industry for having a memorable experience. In this context, the researcher has identified that there is a significant influence from the venue attributes of wedding banquet halls toward the customer's choice and their satisfaction. Hence, the four star and five star hotels in Colombo district have selected for the research area because, Colombo is the most popular for banquet industry. Three objectives of this study are identifying the existing level of venue attributes in banquet halls and identify the relationship between those attributes and Customer satisfaction and the most influencing attributes on customers' satisfaction. 100 of couples were selected as the sample of this study and convenience sampling technique was used for selecting the sample. Data collection was done by structured questionnaires. Descriptive analysis, Pearson Correlation Coefficient and Multiple linear regressions were used for the data analysis. According to the findings of this research almost all the respondents were agreeing with existing level of attributes, and all the attributes were significantly important for customer satisfaction. Decoration was the mostly influencing attribute on Customer satisfaction. Furthermore, the researcher has identified that all the independent variables showed a positive relationship with the dependent variable. Therefore, management of hotel might be considered about the enhancement of those attributes for satisfying the Customers which affects the hotel demand indirectly.

Keywords: Event Industry, Wedding Banquets, Venue Attributes, Customer satisfaction