

**Impact of Service Quality on Customer Satisfaction: A Study Based On  
Hotels and Guest Houses Not Registered with Sri Lanka Tourism  
Development Authority**

P.I.D.S. Hendahewa and J.P.R.C. Ranasinghe  
*Uva Wellassa University, Badulla, Sri Lanka*

*Abstract*

Sri Lanka, called as the Pearl of the Indian Ocean because of its amazing natural beauty and an island with its own cultural heritage. Sri Lankan vacations are full of adventure because of its bio diversity and holidays so Sri Lanka is a life long experience for all who visit. The service sector in Sri Lankan economy has contributed 60 percent of the gross domestic product (GDP) in 2010 increased and developed by 64.6 percent (Central bank report, 2010). It has been a major driving force to the Sri Lankan economy. Primary purpose of this research was a comprehensive analysis to identify to identify the demographic background of the tourist who visits the Galle district. and to examine the customers perceived service quality in the unregistered hotel industry. Secondary purpose was whether there is a relationship between Service Quality and customer Satisfaction in hotel industry. Service quality deliver to guests & it measure under several stages such as tangibles, reliability, Responsiveness, Assurance, Empathy, professionalism and skills, convenience, speed and innovation, subsequently the Customer satisfaction also Each of these stages deeply analyzed based on these dimensions. 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 analysed using a descriptive statistics, Multi Variant analysis method. Using the mean and standard deviation calculations of each variable according to the nine dimensions, relationship between service quality & customer satisfaction was identified & it get vary in stages of service quality and overall satisfaction vs expectation. Further empirical research should be done on the multicultural service behaviors and its effects on service encounters. This research was mainly based on the objective of identify whether there is a relationship between customer satisfaction service quality. Based on the regression analysis it can be conclude that when all the other dimensions of service quality were remaining constant at the time there was an impact to customer satisfaction. The regression coefficient for the tangibles was the least value showed dimensions that has had an impact on consumers for customer satisfaction. It revealed researcher has utilized that explained variation was higher than the unexplained variation. And It is insignificance since P value" was greater than 0.05. Therefore it has been dropped from the model. Others consist with positive relationship.