

Impact of Services Quality on Customer Satisfaction

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Abstract

After 30 years war, as a country Sri Lanka have a great opportunity to develop tourism industry and there are lot of tourists come to spend holidays in Sri Lanka from around the world. In tourism industry Hotels play a major role. Therefore they should be provided excellent services quality for their customers.

Services quality is considered substantial when it comes to define organizational success. The winning strategy is to deliver best services quality to customers. Today need to improve services quality in Sri Lankan hotel industry have come under limelight due to stiff competition where hotels are trying to attain competitive advantage through the human factor. Excellent quality service not only results in a profit strategy but also it is energizing for employees to perform to their potential to meet challenges. By providing quality service, Hotels can sustain customers' confidence and gain competitive advantages over their competitors. The objective of this research Study is to examine the relationship between services Quality and customer Satisfaction.

In this research paper, quantitative studies were used. The data was collected through questionnaire which contained five point likert questions. Results of different correlations, T-test and sequence graphs revealed a great deal of existing services with customer satisfaction. Mainly courtesy of attendants, comfort in guestroom, cleanliness and environment of hotel have played vital role in creating serenity and subsequent contentment among customers. Our study confirms direct relation between Service Quality and customer satisfaction. It seems judicious to believe that understanding of customer satisfaction role is extremely significant as it appears key factor in the success of modern Hotel Industry. Through the finding the managers can understand the present level and make Strategies in order to enhance the Services Quality of the Hotels.

Keywords: *Customer Satisfaction, Hotel Industry, Services Quality*

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