

**SERVICE QUALITY OF HOTEL INDUSTRY IN
BATTICALOA DISTRICT**

Dept of Management
Faculty of Commerce &
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JEEVARETHNAM UTHAYAKUMAR



**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

Measuring the Service quality of an organization is essential in determining whether an organization meets its customers' expectations successfully for success of the business. Service quality can be defined as, 'How well the service meets or exceeds the customers' expectations on a consistent basis.'

This research is to employ service quality of hotel industry in Mannar North DS division, Batticaloa. Reasons for intended to measure the service quality of hotels located in Mannar North DS division is, due to the war ended peaceful situation in the country most of the people who live in domestic and abroad willing to visit and enjoy their life with entertainment. Accordingly most people visit to east part of the country and also Batticaloa too.

The hotel and hospitality industry more contribute in attracting people to satisfy their needs and wants. So this research focused, whether the existing hotels in Mannar North DS division provide quality services to meet customer expectation?

In order to measure the service quality, four variables are taken into consideration. Those are Management knowledge, Service Standards, Service delivery and Communication. Those variables and its indicators were used to measure both customers' expectation and their perception regarding hotel services.

The structured questionnaire was used to collect primary data for this study from 200 respondents. Expectation question regarding customer expect before they receive the service from they stayed hotel, perception refer services performance from hotel. Collected data were analyzed about service quality with compare mean (P-E) and evaluated as Positive, balance, negative service quality and also find out service quality gap also.

The study found that the discussed four variables indicated Negative service quality. That is, customers not meet their expectation from the service delivery. And also service quality gap also exist. Therefore it was known from the conclusion, Hotel service providers have to upgrade their service delivery to satisfy the customer expectation. Eventually this study recommends some remedial actions that help to improve the service quality of the organization.

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