

A STUDY ON RELATIONSHIP BETWEEN SERVICE QUALITY  
AND CUSTOMER SATISFACTION IN HOTEL RESTAURANTS IN  
MANMUNAI NORTH D.S DIVISION IN BATTICALOA DISTRICT



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## ABSTRACT

The purpose of the present study was to examine the relationship between service quality and customer satisfaction. The important investigation and research question of this study is the relationship between the service quality and customer satisfaction in hotel restaurants in Mammunai North DS division in Batticaloa District. As secondary measures, the following questions are focused and substantiated for investigation to answer the main research question as what is the level of service quality, what is the level of customer satisfaction and exploring the relationship between the service quality dimensions and customer satisfaction.

The data were collected using closed structured questionnaire. The questionnaire consisted of three parts. First personal information, second, perceived service quality was measured and third, customer satisfaction was measured. Questionnaires were distributed to selected hotel restaurants (Riviera Resort, Hotel Bridge View, Hotel East Lagoon, Treat ooff Tourist Hotel and New Sunrise Hotel). Descriptive analysis, reliability analysis, correlation analysis, and multiple regression analysis were performed to analyze the data.

Correlation analysis showed strong positive relationship between the service quality and customer satisfaction. Also each service quality dimensions are positively correlated with overall customer satisfaction. Multiple regression analysis showed that reliability, assurance and cleanliness had a significant and positive effect on overall customer satisfaction. On the other hand, tangible, responsiveness and empathy are influenced hotel restaurants customer satisfaction, but this impact was not statistically significant when other dimensions were involved. These results indicate that hotel

restaurant service quality is indeed a significant predictor of customer satisfaction. Thus, improving hotel restaurant service quality, results with higher satisfaction levels of hotel restaurant customers.

The research was conducted in particular geographical area. The findings help managers to invest their resources more efficiently, making changes to achieve high the level of service quality and customer satisfaction.

Keywords: Service quality, Customer satisfaction

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