

# CUSTOMER SATISFACTION ON TOURIST HOTEL SERVICES IN GALLE



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## ABSTRACT

This study attempts to identify the customer satisfaction level of tourist hotel service in Galle. Customer satisfaction means that how the customer perceives service delivery. That customer satisfaction is a function of service performance relative to the customer expectation. For this reason, it is important to understand how customer expectation is formed in order to identify the factors of service satisfaction in the hotel industry. In the study, tourist satisfaction measured by six aspects, such as reception service, room conditions, meal condition, tariff level, security condition and other facilities provided by hotels.

To have the statistic data for the study, one survey with 23 questions was implemented. As a result, 100 respondents answered the questionnaire. The last part of this study is to report the findings and analyze the results of survey.

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