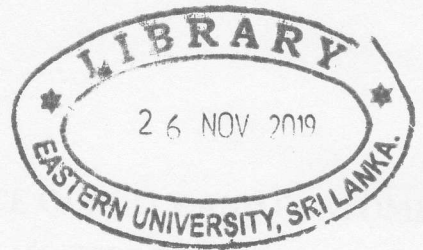


**THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER  
SATISFACTION IN FIVE SELECTED HOTELS IN PASIKUDAH**



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## Abstract

Tourism and hospitality have been two of the highest earning industries for countries nowadays. In Sri Lanka, the tourism has emerged as one of the leading income earner and found to contribute significantly to the GDP of the country. The economy can benefit more if the customer's perception in the hotels is given more priority. The degree to which the customers perceive that higher level of service is provided to them would determine the customer satisfaction in hotels. The main purpose of the researcher is to explore the relationship between service quality and its dimensions and customer satisfaction in the hotel industry. Furthermore, conceptual model has been developed to link the study variables and dimensions. Thus, nine hypotheses were formed to test the relationship and effect of service quality on customer satisfaction. Quantitative methodology has been applied for this research study and closed ended questionnaires were used to collect data from the customers from selected five hotels in Pasikudah. 500 questionnaires have been issued as 100 for each hotel which consist 10% of foreign customers and 90% of local customers thus 444 questionnaires were received. Descriptive, correlation and multiple regression analyses have been used for the analysis purpose. The statistical results show that there is a strong positive relationship between service quality and customer satisfaction. Further, the dimensions of service quality have a positive correlation with overall customer satisfaction. Multiple regression analysis showed reliability, assurance, tangible, responsiveness, and empathy had a significant positive effect with overall customer satisfaction. It is also identified that there is no significant difference in customer satisfaction among gender and age group.

**Key Words:** Customer Satisfaction, Service Quality, Tangible

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