IMPACT OF INTERPERSONAL SKILLS OF HOTEL STAFF ON GUEST SATISFACTION

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ABSTRACT

The hotel industry is one of the important sector of the Sri Lankan economy. The hotel sector is a service sector and if they want to increase their profits they should try to attract and interact with customers. So they need interpersonal skills. Interpersonal skill is behaviors and tactics a person uses to interact with others effectively. The interpersonal skill comprises of listening skills, optimism, empathy and management perception. This independent variable has a relationship with the dependent variable of guest satisfaction. Guest satisfaction means the number of guest, or percentage of total guest, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals, according to previous studies done on this aspect. The main purpose of the study or objective of the study is to examine the level, impact and relationship between interpersonal skills of hotel staff and guest satisfaction in three stars and four stars hotel in Nuwara Eliya District. This research used means and standard deviation to measure the level, used the correlation for measuring the relationship of both variables and finally will be found out what is impact of both variables form the regression analysis of interpersonal skills and guest satisfaction in Nuwara Eliya hotel industry. And selected the simple random sampling method used for selecting 387 guests have been chosen as a sample respondents were strictly those who have stayed in the three and four stars hotels in Nuwara Eliya.

The instrument of this study was a set of questionnaire which consists interpersonal skills criteria and personal information. Data collected and then were analyzed by using SPSS version 22. To prove the relationship of dependent and independent variable it was conducted the correlation analysis. The output of correlation is moderate positive correlation. In the discussion section the research stated that interpersonal skills of hotel staff should further develop by using various strategies and techniques in order to meet and maximize guest satisfaction. And impact of this research measured from regression analysis the results further that only 52% of the variations on the dependent variable were caused by the independent variables in this model. Based on the other findings, the researcher recommends that 48% depend on guest satisfaction is other variables. Finally, found out the interpersonal skill is most important factor for guest satisfaction in the hotel industry.

Keywords - Interpersonal skills, Guest satisfaction, Listening skill, Empathy, Optimism, Management Perception

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