

ABSTRACT

The perception of service quality and its impact on customer satisfaction is measured comparing statistically five major dimension of service quality (SERVQUAL). The relationship between service quality and customer satisfaction where customer of Salil Hotel were selected as the sample. The purpose of this study is to highlight the service quality of Salil Hotel and impacts of customer satisfaction by examining the basic principles of service quality. In this study the quantitative method was used. The primary data is collected from the hotel by questionnaires and interview. A questionnaire was used as the data collection technique and Ruetzler (2005) scale, which was developed to measure service quality in Salil Hotel, was used for creating the survey form and the secondary data is gotten from articles, journals and online resources. In the methodology the factor analysis by using ANOVA model, were performed on 93 valid sample survey data. The ANOVA model analysis was applied to five dimension of service quality (SERVQUAL) that were determine with age group as a result a factor analysis and it was found that these dimension affect the customer satisfaction positively. Among the service quality dimension, it was determined that different age group have different opinion about service quality. It was concluded that there is significant relationship between service quality and customer satisfaction. The research findings confirmed that there is a positive relationship between service quality and customer satisfaction. Furthermore it is among remarkable finding of the research that statistically significant differences were found between age groups.

Keywords: Service Quality, SERVQUAL, Customer Satisfaction, Relationship between Service Quality and Customer Satisfaction.