

## ABSTRACT

To sustain in the hotel industries especially for long lasting and have competitive advantage over others should have to find different alternatives to maintain customer satisfaction and to accomplish it hotel industries should focus on its key factors that enable them to increase the customer satisfaction and customer retention. This research paper identifies service quality, perceived value and customer expectation as vital factors affecting customer service. Quality of service and customer satisfaction are critical factors for success of any business (Gronoos, 1990; Parasuraman et al., 1988). As Valdani (2009) points out: enterprises exist because they have a customer to serve. The key to achieve sustainable advantage lies in delivering high quality service that results in satisfied customers (Shemwell et al, 1998).

The main purpose of this study is to study the guest's responses at kandwagyi palace hotel Yangon, Myanmar and the results of this study can provide the wide variety of different alternative to tackle the customer demands and needs.

After completion of all data analysis the researcher found out that there is a strong relationship between dependent variables (Perceived value, service quality and customer expectation) and independent variables (customer satisfaction) and three hypotheses proved that there is a strong relationship and accepted the relevant relationship, data collected were correct and significant. In addition, the relationship between customer demands and expectation could also be conducted and use of different statistical method to analyze the test between service quality and customer satisfaction. This research work can also be applied to different sector as well such as manufacturing sector, marketing and aviation sector.

**Keyword: Service quality, perceived quality, customer expectation, customer satisfaction**