“Impact of Service Quality on Customer Satisfaction in Hotel Industry of Pakistan”

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Abstract

The hotel industry in Pakistan is in the growth stage whereas domestic tourists have the tendency to move across the country more often. With increase local tourists, hotel managements are striving to sustain growing competition. To survive, hotel managers across the country try to provide high quality services to the guests for a better service experience and customer satisfaction. The research explores the impact of service quality on customer satisfaction in the hotel industry of Pakistan. It is quite unique in nature since not much research is done on hotel industry of Pakistan in this context. From previous studies it is found that service quality is further expanded into different using SERVQUAL and LQI models. The five service dimensions are tangibility, reliability, responsiveness, confidence and communication which are statistically tested on gauging customer satisfaction which is found from the responses taken from five different cities of Pakistan including Islamabad, Karachi, Lahore, Peshawar and Quetta. The research findings are derived from using SPSS tool in correlation and regression analysis is done to gauge the impact of each of the service dimensions as well as overall service quality on customer satisfaction. It was found that service quality does impact customer satisfaction and each of the dimensions were found to be positively impacting customer satisfaction whereas reliability effected more than other service dimensions. In the end conclusions, recommendations and limitations are derived after analyzing the research outcomes.

Keywords*: Service Quality, Customer Satisfaction, LQI, SERVQUAL*

Research Arrangement

The course of action of this study involves five sections. The thesis plan is a course of action that how you pass on various group of chapters to the reader. Research can't be done with no arrangement. In this document, the thesis arrangement is involved on five areas. These five segments are as:

Chapter 1: Introduction

The foremost segment of this study is introduction which is first part. In this area the researcher tries to clear up the theme of the study, about objectives and point of study. It exhorts the measures which are going to be used in the study and the definition and disclosure of variables and these extents.

Chapter 2: Literature Review

The second portion of this study is about the existing literature work done on the subject under question. This part or segment of the thesis tells about the past studies and substances which are presented related to the aim of this study. In this area the researcher basically analyzes past articles and journals to get his knowledge and for the backing of the hypothesis which the investigator is going to show later in the study.

Chapter 3: Theoretical Framework

In this part hypothetical system will be talked about. We make this system on the premise of secondary information which is existing studies conducted and hypothesis is developed too.

Chapter 4: Research Methodology

The third area of this study is the research methodology. This segment tells us about the unwavering quality and legitimacy of the investigation. It is the most basic part of the research. It tells us about the variables which the researcher picked with the final objective of presenting results. It tells about the sample size of the research. It tells the kind of the investigation whether it is qualitative or quantitative. This segment tells us the theory of the investigation and it also tells about the short falls of the study.

Chapter 5: Results and Findings

On the behalf of the research technique, the researcher will apply particular proportions on the variables of the research to find the results and findings. If methodology is the heart of research, then this chapter is brain of investigator. It presents the research fit as a fiddle and gives the answers of the hypothesis on realities.

Chapter 6: Conclusion and Recommendation

The last portion of this study relies upon conclusions and recommendations. In this part the researcher will compile the whole thesis based on the acceptance or rejection of hypothesis. This area gives brief framework and comprehension of finding. At the end the researcher gives his own suggestions to the reader and/or the organization which the study was directed to.