

Service Quality, Customer Satisfaction and Customer Loyalty of ABC Hotel Colombo

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This study examines the impact of service quality, customer satisfaction and customer loyalty as a case study in ABC Hotel Colombo. Based on the sample, quantitative approach was carried out. Questionnaires were distributed for the guests in ABC hotel Colombo to collect the data. Correlation and regression was adapted to get the outcomes. Based on the results hypothesis testing was carried out. Pearson correlation coefficient revealed the positive association between service quality, customer satisfaction and customer loyalty. Three models which were articulated according to conceptual framework depicted the goodness of fit and significant of each variables included in the model and finally all models and hypotheses were accepted and considered significant. In this study, since it was reconfirmed that service quality had a significant effect on customer satisfaction, it paves way for customers being loyal and being evangelists by spreading positive word of mouth. The higher the service quality the higher the customers are satisfied and loyal customer may retain with the hotel. To overcome the drawbacks of ABC hotel Colombo, it was recommended to increase the quality of service, empathies of staff and satisfy customers to retain them loyal. To conclude, the effect and relationship of service quality, customer satisfaction and customer loyalty has been exposed and established.

Keywords: ABC hotel Colombo, Customer Loyalty, Customer Satisfaction, Service Quality