

## Factors Affecting Guest Satisfaction in Tourists Hotels and its Effect on Revisit Intention: A Study at XYZ Hotel

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The study concerns about the factors affecting for guest satisfaction in tourists' hotels and its effect on their revisit intention. One of the biggest challenges of management in service industries is to provide and maintain customer satisfaction. In hotels, customer satisfaction mainly depends on the service quality. Guest repeat visitation is a main tool to determine the satisfaction of the guest. By referring statistical reports related to the hotel, guest review system and the working experience inside the hotel for few months helped the researcher to identify some certain issues related to main departments which can directly affect repeat visitation of guests. Therefore, a preliminary study has been done through reviewing the guest comments of XYZ hotels and has identified that considerable numbers of guests are dissatisfied with the current services offered by the hotel. According to that the main objective was to identify the factors that affect for the guest satisfaction in tourists' hotels and its effect their revisit intention. Second objective was to identify the hotelier's responses for guest complaints and steps and strategies adopted to increase the guest satisfaction in XYZ hotel. Also, the literature has discussed the guest satisfaction and their revisit intentions related to tourist hotels. The study has conducted using both quantitative and qualitative methodologies. A model has developed through the literature review identifying nine major determinants of guest satisfaction in hotels such as friendly and hospitable employees, hotel ambience, smooth check in and checkout process, guest rooms, food and beverage services, hotel management, security and safety, pricing and payments and auxiliary services to test the relationship between the factors affecting for guests' satisfaction and their revisit intention. The questionnaire survey was carried out at XYZ hotel using 98 respondents selecting through probability sampling method and the data was analyzed employing the descriptive statistics, correlation and regression analysis. The results highlight that the most of the guests are not satisfied with front office operations and the housekeeping services. Also, the guests are not satisfied with the variety of food available in the restaurants. Tourist satisfaction is the key for the success of the tourist hotels therefore the management need to have proper mechanism to identify the satisfaction level of each customer before leaving the hotel. Then the management can take immediate actions to re-correct the mistake or weak areas of the hotels to enhance the satisfaction levels of inhouse guests. Otherwise, the dissatisfy guests will communicate their bad experiences to other parties and it will bring more disadvantages to the organization since the word of mouth publicity is one of the more effective promotional tools of the tourism and hospitality industry.

**Keywords:** Guest Satisfaction, Tourist Hotels, Revisit Intention, Hotel Management