



SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE HOTEL INDUSTRY, THE CASE OF SNNPRS; ETHIOPIA

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ABSTRACT

This study attempted at assessing the level of customer satisfaction and service quality in Hotel Industry. To this end, descriptive research method was employed. Data for this investigation was collected from 390 respondents of sampled SNNPRS hotels/Restaurants employing convenient sampling. The measurements used were based on widely accepted SERVQUAL model. A descriptive statistics analysis percentage, mean and gap analysis was used to see the gap between customers' perceptions and their actual expectation. The result revealed that Hotels/Restaurants in SNNPRS do not met the service expectations of their customers because there is a significant gap between the perceptions and expectations. Among the Modified five dimensions of service quality, the highest negative gap score belongs to Assurance and Tangibility. Furthermore, the study also found that the lowest negative gap score is examined in responsiveness dimensions of service quality. Therefore, SNNPRS hotels and Restaurants needs to better understand their customers and continuously measure and evaluate their service quality performance in order to improve service quality based on customers' perception.

Keywords: Service Quality, Customer Satisfaction, SERVQUAL.