

**\SERVICE QUALITY AND CUSTOMER SATISFACTION:  
A CASE STUDY: OF HOTEL AFRICANA. KAMPALA**

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INTERNATIONAL UNIVERSITY**

**JUNE, 2013**

## DECLARATION

This report is my original work and has never been submitted for the award of any study programs in any other university.

Signature: .....



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Date: .....

**25/06/2013**

### APPROVAL

I certify that the work submitted by this candidate was under my supervision to be evaluated for the ward of a Bachelor of Tourism and Hotel Management of Kampala International University with my approval.

Mr. Wako Fred  
(Supervisor)

Signature:  .....

Date: 25/06/2013 .....

## DEDICATION

This report is dedicated to my parents Mr. Isingoma Perezi and Mrs. Nyakato Edinance, my guardians Mr & Mrs. Kisembo for their endless financial and moral support rendered to me. Also to my beloved sisters Mrs. Alan Pamela and Ms Elinah Ayesiga for the advice and encouragement while at home, to my friends, Akugizibwe, Philomena, Doreen Ahurra, Phiona, my brothers and sisters; Birungi, Kwesiga, Robert, Canan, Sanyu, Ajuna, Murungi, Dicken (Gabriel) and the entire community of Kampala International University Uganda.

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I wish to thank all my colleagues in the department of Hospitality for the support accorded to me at any time I needed their help. I wish also to thank the almighty God for giving me life and all the necessary strength, wisdom, financial and moral ability.

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## FIGURE

Figure 1 shows the response rate of respondents

## ABSRTACT

The study examined the relationship between service quality and customer satisfaction of hotel Africana and the total population of 30 which was obtained using simple random sampling. The study was random quantitative since the major findings from field were descriptively presented through the use of tables for easy understanding and interpretation.

I distributed three research questioners' and three objectives which included ; what is the various dimensions service quality in hotel Africana., what is the level of service quality in hotel Africana, what is the relationship between service quality and customer satisfaction in hotel Africana , to establish the various dimensions of service quality in hotel Africana, to assess the level of service quality in hotel Africana,, to determine the relationship between service quality and customer satisfaction. Using across sectional survey design in which the survey questionnaire were used to collect the required data The study was able to make the following findings. The female gender the highest with 66.7%, and 33.3 male, the respondents age the highest were less than 30 having 46% of the respondents

The research findings revealed that service quality is very important in expanding hotel Africana as indicated by 40% of the responded leading service are available and dependent . The researcher also revealed that there is close relationship between service quality and customer satisfaction in hotel Africana. The research also found out that great percentage of respondent 40% appreciates knowledge of management of improvement on service quality.

The researcher recommended the following to realize that in order to avoid poor service quality Management should make good planning of their activities in order to avoid over working of employees leading to poor service quality and the long run of customer dissatisfaction.

There should be an effective examination of each individual needs. People should not be looked up in wholesome

In order to improve on service quality, employees should be appreciated for the work they have done.

## **CHAPTER ONE**

### **1.0 Introduction.**

This chapter shows the background of the study, problem statement, purpose of the study, objectives of the study, research questions, Hypothesis, Scope, Significance of the study.

### **1.1 Back ground to the study.**

Marketers of goods and service are increasingly implementing service quality and customer satisfaction surveys to measure business performance,(et al, 1994:Rust and Zahorick, 1993 ) and some are even utilizing results from those surveys to determine employee incentives and appeals. Hurley and Estelami, 1998; Hauser et al, 1994)

Service quality is the degree to which the performance of service providers matches customer expectation. It can also be defined as those essential characteristics of service that measures its excellence.(Zikmund & D Amico,1993) service have four major characteristics on which service .quality is measurable. These include intangibility, inseparability, veracity and perishability (Kotler,1999). The four aspects require special treatment as regards the cognitive nature of foreign customer.

With reference to Laura Eboli and Gabriella Mazzulla (1992), university of Calabrilla , customer satisfaction in hotel is proposed. Specifically, structural equation mode is formulated to explore the impart of the relation ship between global customer satisfaction and service quality attributes.

Hotel Africana is located in Kampala, a capital city of Uganda which is the largest metropolitan area. The Hotel is located on Wapewo Avenue on Kololo hill, adjacent to Garden City mall in Kampala's central business district.

The hotel started in 1997 as a single block of about 40 rooms. Hotel Africana has expanded over the years to a hotel complex with rooms count in excess of 230, swimming pool,

manicures, gardens and conference complex that seats in excess of 3500 delegates. The hotel employs more than 300 people from top management to the bottom.

Dissatisfaction is a personal feeling of disappointment resulting from poor performance of employee, provision of poor quality service in relation to a customer expectation. The level of expectation heavily influence to how the customer behaves in various situation of dissatisfaction. At a low expectation level it is easy to satisfy the customer Nauman,E, and K. gle(18950) At times customer dissatisfaction arises when a customer needs a certain service of which is not available at the moment for example their has been persistent lack of services in quality hotel as contented by one of its customers thus dissatisfaction.

## **1.2 Problem statement**

There has been missing link between service quality and customer satisfaction in hotel Africana which has led to persistence complaints such as lack of customer care and attitude of service of service provider towards customer

The problem of poor quality service is likely to result into poor standard of hotel, low income growth low turn up of customers, low governance revenue among other. It will discourage the young entrepreneurs and students who graduate will opt not work in hotel Africana.

While many studies have investigated on the course of poor service quality. No study has been investigated on service quality that is why the researcher are opted to investigate on the service quality and customer satisfaction in hotel Africana.

## **1.3 purpose of the study.**

The study aimed at establishing the relationship between service quality and customer satisfaction in hotel Africana

## **1.4 Objectives of the study**

To establish the various dimensions of service quality in hotel Africana.

To assess the level of service quality in hotel Africana

To determine the relationship between service quality and customer satisfaction.

### **1.5 Research question.**

- i). What are the various dimensions of service quality in hotel Africana.
- ii) What is the level of service quality in hotel Africana?
- iii). What is the relationship between service quality and customer satisfaction in hotel Africana.

### **1.6 Scope of the study**

The study focused on service quality as the dependent variable and customer satisfaction in hotel Africana as independent

#### **1.6.1 Geographical scope**

The study was conducted in hotel Africana because it has got a number of visitors in and outside the country other than other hotels

#### **1.6.2 Time scope.**

The study was intended to commence from April to May, 2013. It will consider service quality and customer satisfaction. (For one month)

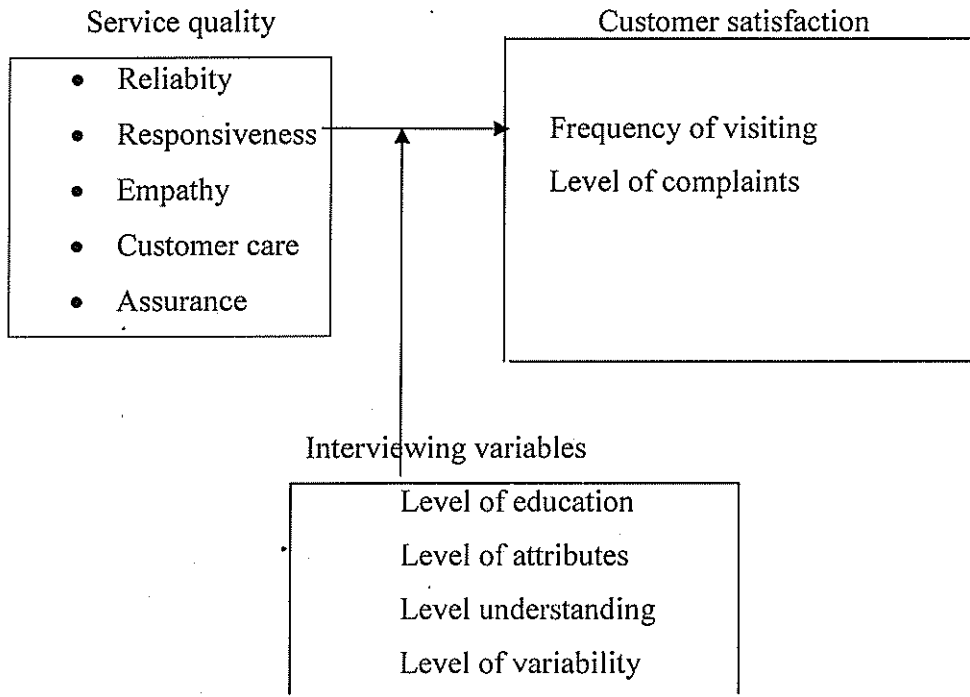
### **1.7 Significance of the study**

The study helped the organization on management of service quality in hotel Africana.

The findings were used by other researchers and other scholars as literature.

The study helped the researcher to fulfill one of the requirements for the award of the Degree of Bachelor in tourism and hotel management in Kampala International University

## 1.8 Conceptual frame work



## **CHAPTER TWO**

### **LITERATURA REVIEW**

#### **2.0 Introduction**

##### **2.1 Service Quality**

A service quality is a bundle of satisfaction (Zikmund and D'Amico,1993).He however define the service descriptively as a task or instrumental activity perfumed for a consumer and all a consummatoms activity involving consumer participation such as wages but not owner ship of an organization product or facilities are growing even faster in the world economy making up a quarter of the value of all super trade (Kotler and Armstrong 2001).Whether good or service or product deliver a bundle of benefit to the consumer. Whwreas consumers' deliver benefit from the food them selves, service benefits are delivered through the experience that is created for consumer's for example the restaurant experience (Hopkins et al, 2005). The contend that research has identify identified four main component thaw influence consumer service experiences contact personal, other consumers , the service scope and the invisible organization and system (langeared et al 1981).

Service account 1/4 of world trade (Keegan,1995). The general agreement on trade on services(GATS) under WTO says that whereas super transactions in goods require a physical transit across a country's boarder, service transaction in goods require one or a combination of four modes of supplies, these are;

1. Cross boarder of service product
2. Movement of consumers to the countries of importations.
3. Establishment of commercial presence in a country where the service is to be provided.
4. Temporary movement of natural persons to another country in order to provide services their.

##### **2.3 Service Quality**

Service quality is often conceptualized as the comparison of service expectations with the actual performance perceptions (zenithal et al, 1990).Show maker defines service quality as service of doing what it was meant to do. Parsuraman et al (1985), and Watson et al(1998)



supplement that it was customer's objective assessment that the service they are receiving is the services they expected.

Service quality is a function of the difference sources or gaps between expectation and perception and these gaps include;

1. Actual consumer expectations and management belief of what consumer want.
2. Management belief and actual expectation of the service
3. What is delivered and experienced by the consumer/what consumer were led to expect by external communication (Parasuraman et al, 1985)
4. What has been specified and what is actually delivered.

### **2.3 Service quality dimension**

Five key dimensions service quality have been identified by; parasuraman et al (1988)

Reliability is defined as the ability to deliver the promised service dependably and accurately.

It is a bout keeping promise delivery, pricing complaint handling etc.

Responsiveness can be described as the willingness to help customers and provide prompt service. The dimension stresses service personnel's attitude to be attentive to customers, questions and complaints.

Assurance is the service quality dimension that forces on the ability to improve trust and confidence.

Empathy is a service aspect that stresses the treatments of customers as individuals.

Tangible is a service dimension that focuses on the element that represents the service physically.

A further examination of the literature, Parasuraman et al (1988) suggest that and on the other hand, conceptualization of service quality typically focuses on the attribute related to the service process such as responsiveness, assurance and empathy and that the majority of the studies testing service qualities follow this approach (Babakus and Boller, 1992, Brown and Swartz, 1989, Cronin and Taylor, 1992). The discussion shows that consumer assess quality of service by comparison of expectation and perception (Dotchin and Oakland, 1994). They observed that to make practical use of this concept, it is also necessary to find how particular

parts of service package contributes to consumers expectation and perception of service quality.

#### **2.4 Measure of service quality**

Parasuraman et al (1985, 1988) set out with the objective of producing a general instrument with the objective of producing a general instrument for measuring perception of service quality. The instrument produced SERVQUAL was based on the contract identified in the earlier work from which a number of dimension attributes of service quality discussed earlier in the chapter. An important advantage of the SERVQUAL instrument is that it as been proved valid and reliable across a large range of global services the SERVQUAL instruments need considerable adoption (Abholkar et al, 1996)it still seems the best alternative for cross sectional and industrial benchmarking (Fitzsimmons and Fitssimmons,1994)

Dotchin and Oakland (1994) observed that the full list provides the most complete expression yet available of issues, which influence consumers in their assessment of service quality.

It is observed that the first category ensuring performance of service quality. Right first time service customers are despised in the hotel. The second category requires hotel service providers to win customers hearts by doing what they want. Pauline et al (2000) indicates that customer's perceptions of how customer oriented the firm is, will be more critical for the successful business performance than the seller's perception. Since the service quality involves comparisons of the expectations with performance (Atkins,2000) customer who perceive high service quality believe that the service excellent is the one strategy a mission that is both important to many customers and hard for competitors to duplicate (Berry,1998) service quality remains difficult to measure because it is often under what the customer expect yet the service is a matter of meeting customer's expectation(Terpestra and Sarahy,2000).They argue that this observation is further complicated on the fact that not every customer experiences the same level oof service quality even though the services they receive are identical. The company must consistently give the best solution to his or her

problems match is expectation, if it is to build customer satisfaction and loyalty (Zikmund et al, 1993).

## **2.5 Managing service quality**

One of the major ways a service firm can differ from other firms it is by constantly exhibiting high quality service. A service firm's ability to hand onto its customers depends on how consistently it delivers value to them (Kotler, 1999). This forms basis for high service quality management. The implicit assumption in the quest for the customer satisfaction and service quality is that there is a link between positive evaluation and repurchase behavior (Zeithaml et al, 19960). As a consequence, understanding how and what aspects of the service product impact on costumer's evaluation is acritical fist step(Gabbot andHong, 2000) There are a number of service attributes which have been identified as contributing towards the customers overall evaluation of service quality(Biitner, 1990). Russeel and Mehrabian 1976)

## **2.6. Customer satisfaction.**

A product or service will be successful in any market at home or overseas if it primarily satisfies customer's needs. Customer satisfaction is a persons feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his/her and expectations (Kotler, 1999). For customer satisfaction to be high, promises and expectation must be met. This involves the organizations a ability to understand customer expectation and to do it right the first time (DIRTF). The ability to deal with problems as they arise is a key ingredient to satisfaction have a 95% ;like hood of purchasing and telling 5 people about Their experience; if they don't complains( as 96% of people do) They will tell at least 10 other people a bout their problem

Customer satisfaction is more dependant on the development of interpersonal relationship as opposed to satisfaction with tangible products(Macintosh and Lock shin, 19980) Person to person interactions form an essential element in the marketing of service( Crosby et al, 1990, Czepiel, 1990).This can be achieved in the developing relationships with your customers that exceed just meeting their needs or requirements and cultivates satisfaction by appealing to your customers psychological and emotional needs (Lawrence, n,d).

Precede customer satisfaction this findings by a great deal of authors (Brady and Robertson, 2001); Dabholker et al 2000) suggests that if service providers do a job in terms of process, the service will be evaluated as high quality” customer will be satisfied.

Oliver (1997) views customer satisfaction evaluation as mostly effective or emotional. Thus the association of outcome with emotional can be seen as evidence of a link between outcome and customer satisfaction evaluation

These emotional reactions will override existing cognitive assessment and will determine subsequent cognitive evaluations (Dabholkar and Overby, 2004) customer satisfaction always have an effective component (Dabhokar, 1995 b; Oliver, 1997, Yi, 1990). In situation involving feeling extremely exceeded or greatly un fulfilled customers will experience a feeling of strong satisfaction with the or dissatisfaction with the service ( HUNT, 1977; Oliver 1981)

At the heart of any evaluate process is the consumers perception of the serviced. Underlying the evaluation of any human exchange is a complex language of behaviors which communicate meaning and provide a message on which evaluation are based ( Gabbot and Hogg, 2000).

Customer's perceptions are critical and it may be difficult to define what the customer wants. During the past decades customer satisfaction has been approached as an attitudinal contrast ( Biong, 1993; Hallow, 1996). This is related for instance in the willingness to recommend a service provider to other consumers through word mouth.

## **2.7 Relationship between service quality and customer satisfaction**

According to G.S Sureschandar, the relationship between service quality and customer satisfaction has received considerable academic attention in quality in the past few years. But the nature of exact relationship between service quality and customer satisfaction (especially in the way the constructs have operationalised) is still shrouded with Uncertainty. Many researchers have operationalised customer satisfaction by using a single item scale and many others have used multiple item scale. The present study adopts a different approach and

views customer satisfaction as a multidimensional construct just as service quality but argues that customer satisfaction should be operational along the same factors (and the corresponding items) on which service quality is operationalised. In other words based on this approach, the results have indicated that customer satisfaction has been investigated. The results have indicated that the two constructs are indeed independent but are closely related implying that an increase in one is likely to lead to an increasing in another.

During the last decades, researchers have attempted to explain and predict similarities and differences between quality and Customer satisfaction in order to develop our understanding of these constructs (Dabholkar, 1993, 1995; Iacobucci et al 1995; Oliver 1997). It is suggested that whereas service quality evaluation are purely cognitive (Parasuraman et al 1988) customer satisfaction has both cognitive and affective aspects (Hunt, 1977; Yi 1990). Researcher has also found that customer satisfaction encompasses both expectation and perception but that service quality is only tied to perceptions (Babakus and Boller, 1992; Cronin and Taylor, 2000; Dabholkar et al, 2000).

The traditional view holds that customer satisfaction is related and therefore precedes any overall evaluation of service quality over time (Oliver, 1981; Parasuraman et al). More recently customer satisfaction has been viewed as a global assessment that follows evaluation of service quality (Oliver, 1997).

Further research (Anderson and Sullivan, 1993; Spreng and Mackey, 1996; Ennew and Binks, 1999; Cronin et al, 2000) has found empirical support for customer assumption as a consequence of service quality. The implicit assumption in the positive evaluation and resisting behavior (Zenithal et al 1996). As a consequence understanding how and what aspect of the service product on customer evaluation is a critical first step (Gabbott and Hogg).

## **2.8 The level of customer dissatisfaction.**

Dissatisfaction is a person's feeling of disappointment resulting from comparing the performance of employees in relation to his/her expectation. If performance and employee matches the expectation, the customer is highly satisfied or delighted.

The level of expectation heavily influences to how the customer behave in various situation of dissatisfactions. At a low expectation level it is easy to satisfy the customer Neumann, E and K. Giel (1895).

Organization are placing increases emphasis on customer satisfaction to enhance customer loyalty to attain customer satisfaction the customer service department must be able to understand and respond to customer needs through provision of high quality service. Acreas (1997), Bush and talk 91797) if we are to understand customer dissatisfaction on delivery of our service relative to their expectation.

Customer dissatisfaction requires observation and then evaluation of employee manager results are generally on a form describing work results or critical employee behaviors (Heinemann/ Schwan /Fossom/Oyer 1987) in that rate also various ways are set up to determine the level of customer dissatisfaction, RS Davar.

### **2.8.1 The methods of setting suggestion box**

Hence customers are given chance to write their views to the management will be able to view how customers are dissatisfied.

### **2.8.2. Use of spies**

Here different people are raised to spy employees work especially when there is no close supervision so as to improve on service quality and spy those workers who are reluctant.

### **2.83. Complaints from customer.**

Within this customers are complaining about talking long without receiving their orders being neglected by the employees thus dissatisfaction. There is persistence complaints frame customers of hotel Africana resulting from poor provision of service and thus low customer turn over in hotels.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 INTRODUCTION**

This chapter presents research design study area and population sample size, procedure data source, instruments data collection methods processing and the limitation to the study.

#### **3.1 Research design.**

In order to collect as much data as possible a combination of descriptive and analytical research design based on results from the questionnaire, observation and interview were used by the researcher to analyze the relationship between service quality and customer satisfaction in hotel Africana.

#### **3.2 Study area and population**

This study area was hotel Africana located in Kampala City Wapewo. The population comprised of employees, customers and management of the hotel Africana since all of them were affected and concerned about the problems as they provide the best and relevant data about the research topic.

The population was scattered and there was limited time and resources. Simple random sampling techniques will be used in order to gather data from the study population.

#### **3.3 Sample size**

The sample size composed of the employees, customers and the top management staff from service quality department of hotel Africana. This was selected using simple random sampling. Sample size of 40 respondents was obtained and these include 5 top Management staff, 15 from service quality department and 20 from customer.

Category	NO. of respondents
Top management	5
Service quality department	10
Customer	15
<b>Total</b>	<b>30</b>

### **3.4 The Research Procedure**

A letter of introduction to the management of hotel Africana is secured from the faculty of economics and management Science. After the permission was granted, then distribution of questionnaire was to be done as early as possible to rest of employees, customers and the period of one week allowed to fill them out.

### **3.5 Data collection instruments**

The data collection instruments was basically interview consisted both structured questions and un structured questions where questionnaires consisted of both open ended question and closed ended questions.

### **3.5 Data collection methods**

This began with acquisition of a letter of introduction from Kampala International University to Hotel Africana. This was a simplified task of seeking permission from the authorities at hotel Africana in order to carry out the study.

### **3.6 Data analysis**

After data was collected, correctly filled questionnaires were coded analysis techniques like frequency tables, percentages were used show customer response. Then code multiple question were used to identify responses from each respondent and data collected was stored, edited, classified and analytical using analytical methods like crossed tabulation..

### **3.7 Limitation of the study.**

The following things are likely to limit the validity of the study findings.

- i. Limited or non response from some respondents were realized



- ii. Failure to retrieve a minimum number of questionnaires. Respondents biases in answering questionnaires
- iii. Data gaps which may make statically computation difficult
- iv. The language used especially on questioners seemed to be difficult to some respondents. Some respondents especially customers may not understand the English

## CHAPTER FOUR

### PRESENTATION OF DATA AND DISCUSSION OF FINDINGS

#### 4.0 Introduction

This chapter presents, interprets and discusses the findings on service quality and customer satisfaction. The data was got from several respondents in Hotel Africana. The findings are presented following the order of objectives, which are; to establish the various dimensions of service quality, to assess the levels of service quality in Hotel Africana and to examine the relationship between service quality and customer satisfaction.

#### Background information

In order to ascertain the authenticity of the respondents' information on the various issues relating to the study variables, respondents were asked various general questions. These covered the response rate, gender, age, educational level, duration with the company, service quality and customer satisfaction. These are illustrated in the background information.

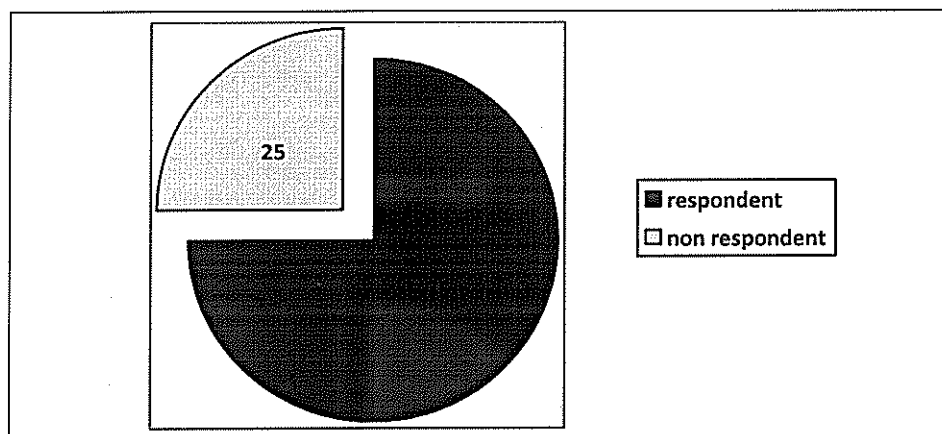
#### 4.1 Table.1 Shows the Response rate

Response	frequency(f)	Percentages (%)
responded	30	75
Non respondents	10	25
Total	40	100

*Source: primary source*

The table above shows that out of a total number of 40 respondents that received the self administered questionnaires, 30 respondents filled and answered the questionnaire to the satisfaction of the research. This gave a positive response rate of 75% and a non response rate of 25%. This was a good representative sample of the targeted population for decision making. This is shown in the following figure below;

**Figure 2: showing the response rate**



**Source: primary data**

**4.2 table 2 sex of respondent**

Age	Frequency customers	Percentage customers	Frequency workers	percentage
Male	5	33.3%	3	20%
Female	10	66.7%	12	80%
<b>Total</b>	<b>15</b>	<b>100%</b>	<b>15</b>	<b>100%</b>

**Source primary data**

### Survey question number 1

Table 2 shows the majority respondents of 66.7% customers are female and 33.3% customer respondents are male.

On the other hand, it also shows that 80% respondents are female workers at Hotel Africana and 20% are male respondents who work at hotel Africana. An indication that the hotel mainly employees females who can easily be transacted and can apply good customer care.

**4.3 Table 3: Age of the respondents**

Age	Frequency	percentage
Less than 30	14	46%
30-40	12	40%
More than 40	4	13.5%
<b>Total</b>	<b>30</b>	<b>100%</b>

### Survey question number

Table 3 shows that 46% of the respondents are less than 30 years old, 40% are between 30-40 years old and 13.5% are more than 40 years of age. Table 2 above shows that majority of respondents which is 46% are less than 30 years of age. An indication that hotel Africana is especially visited by youths.

**4.4 Table 4: Shows the education level of workers and customers**

Level of education	Frequency of workers	Percentage of workers	Frequency of customers	Percentage of customer
Master degree	0	00%	2	13.3%
Bachelors degree	8	53.3%	6	40%
Diploma	4	26.7%	5	33.3%
Other institutions	1	6.7%	1	6.7%
A' level	2	13.3%	1	6.7%
<b>Total</b>	<b>15</b>	<b>100%</b>	<b>15</b>	<b>100%</b>

Source: primary data

### Survey question number 3

Table 4 shows that majority of hotel Africana workers attained bachelors degree (53.3%) an indication that there is high level of education among the workers. On the other hand i also shows that 26.7% of workers attained a diploma level, 6.7% other institutions and 13.3% at least A level. This implies that majority of the workers were professionally qualified and hence knowledgeable to improve service quality.

More still table 4 above illustrates that 13.3% of the customers of hotel Africana were master degree holders, 40% of the customers were degree holders, 3.3% diploma holders, 6.7% other institutions and 6.7% A' level certificate this implied majority of the respondents were knowledgeable.

### 4.5 Findings on service quality

Table 5 shows the response on service quality

Level of agreement	Agree		Strongly		Uncertain		Disagree		Strongly disagree		Freq	%
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%		
Reliability											30	100
Hotel Africana services are reliable and dependable	12	40%	6	20%	0	0%	5	16.7%	7	23.3%	30	100
Hotel Africana delivers the promised services effectively	8	26.7%	5	16.7%	3	10%	4	13.3%	10	33.3%	30	100
Complaint handling at hotel Africana is good and fast	5	16.7%	5	16.7%	2	6.7%	6	20%	12	40%	30	100

#### **4.5.1 Reliability at hotel Africana**

From the table above, respondents were examined on different issues pertaining to reliability at hotel Africana A 5 like scale was used to rate the respondents level of agreement. These issues are individually explained in details below; On the subject of hotel Africana services being reliable and dependable, 40% of the respondents agreed, 20% of the respondents strongly agreed, 0% of the respondents were uncertain, 16.7% of the respondents disagreed and 23.3% of the respondents strongly disagreed This implies that majority of the respondents agreed that hotel Africana services are reliable and dependable.

On the question of whether hotel Africana delivers the promised services effectively 26.7% of the respondents agreed, 16.7% of the respondents strongly agreed 10% of respondents were uncertain, 13.3% of the respondents disagreed and 33.3% of the respondents strongly disagreed an implication that majority of respondents have a belief that hotel Africana does not deliver the promised services effectively.

On the issue of complaint handling, 16.7% of the respondents agree that there is good and fast complaint handling at hotel africana 16.7% of respondents strongly agreed, 6.7% of the respondents were uncertain, 20% of respondents disagreed and 40% of the respondents strongly disagreed. This implies that more of the complaints at hotel Africana are handled at a slow pace.

#### 4.5.2 Respondents

Table 6 showing the responses on responsiveness at hotel Africana

Level of agreement	Agree		Strongly agree		Uncertain		Disagree		Strongly disagree		Freq	%
Responsiveness	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	30	100
Customers are responded to very fast with a smile of appreciation from workers	9	30%	7	23.3%	0	0%	3	10%	11	36.3%	30	100
Customer at hotel Africana always show signs of appreciation towards the services	8	26.7%	5	16.7%	3	10%	4	13.3%	10	33.3%	30	100
Willingness to respond to customers is high	9	30%	5	16.7%	2	6.7%	5	16.7%	9	30%	30	100

Source: primary data

From the table above, respondents were examined on different issues pertaining to responsiveness at hotel Africana. A 5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below: On the subject of customers being responded to very fast with a smile of appreciation; 30% of the respondents agreed, 23.3% of the respondents strongly agreed, 0% were uncertain, 10% of the respondents disagreed and 36.7% of the respondents strongly disagreed. This implies that a large number of customers are not shown signs of appreciation. On the issue of customers at hotel Africana always showing signs of appreciation towards the services, 26.7% of the respondents agreed, 16.7% of respondents strongly agreed, 10% of respondents were uncertain, 13.3% disagreed and 33.3% of respondents strongly disagreed. An implication that large number of customers doesn't show signs of appreciation towards the services at hotel Africana.

On the issue of whether the willingness to respond to customers is very high, 30% of respondents agreed, 16.7% of respondents strongly agreed, 6.67% of respondents were

uncertain, 16.7% disagreed and 30% of respondents strongly disagreed. This implies that some times workers are willing to respond to customers at a high rate and in some cases they are not.

#### 4.5 .3 Assurance

**Table 7 showing the responses on assurance at hotel Africana**

Level of agreement	Agree		Strongly agree		Uncertain		Disagree		Strongly disagree		Fre q	%
	Fre q	%	Fre q	%	Fre q	%	Fre q	%	Fre q	%		
<b>Responsive ness</b>											30	100
<b>Hotel Africana assures customer by always adding more value to its service offered</b>	8	6.7 %	7	23.3 %	1	3.3%	6	20	8	26.7 %	30	100
<b>Workers are always confident of the services provided to customers because of their quality</b>	9	30 %	6	20%	3	10%	5	16.7 %	8	26.7 %	30	100
<b>Security of the hotel is tight</b>	15	50 %	5	16.7 %	2	6.67 %	4	13.3 %	4	13.3 %	30	100

**Source: Primary data**

From the table above, respondents were examined on different issues pertaining to assurance at hotel Africana. A 5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below;

On the issue of whether the hotel assures customers be always adding more value to its services offered. 26.7% of the respondents agreed, 23.3% of the respondents strongly agreed, 3.3% of the respondents were uncertain, 20% of the respondents disagreed and 26.7% of the



respondents strongly disagreed. This implies that the hotel adds value to some services offered and does not assure customers on other services.

On the issue of security at hotel Africana, 50% of the respondents agree that there is tight security, 16.7% of the respondents strongly agree, 6.67% of the respondents were uncertain, 13.3% of the respondents disagreed and 13.3% strongly disagreed. This implies hat at least there is efficient security provided at the hotel.

#### 4.6 Empathy at Hotel Africana

Table 8 showing the responses on empathy at Hotel Africana

Level of agreement	Agree		Strongly agree		Uncertain		Disagree -		Strongly disagree		Freq	%
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	30	100
Empathy												
Customers are dealt with on individual basis	15	50%	5	16.7%	0	0%	2	6.7%	8	26.7%	30	100
Workers of counters in Hotel Africana are adequate enough to handle customers on individual basis	9	30%	6	20%	0	0%	5	16.7%	10	33.3%	30	100

Source: primary data

From the table above, respondents were examined on different issues pertaining to empathy at quality supermarket. These issues are individually explained in details below; On the subject of customers being dealt with on individual basis, 50% of the respondents agreed, 16.7% of the respondents strongly disagreed, 0% uncertain, 6.7% of the respondent disagreed and 26.67% of respondents strongly disagree, an implication that the largest number of customers are dealt with an individual basis.

n the issue of workers at counters in Hotel Africana being adequate enough to handle customers on individual basis, 30% of the respondents agreed, 20% of the respondents strongly agreed 0% uncertain 16.7% of respondents disagreed and 33.3% strongly disagreed.

This implies that sometimes workers at counters are not adequate enough to handle customers.

#### 4.7 Findings on customer satisfaction

Table 9 showing the response on customer satisfaction

Level of agreement	Agree		Strongly agree		Uncertain		Disagree		Strongly disagree		Freq	%
Frequency of purchase	Freq 10 7	%	Freq 5 4	%	Freq	%	Freq	%	Freq 10 10	%	30 30 30	100 100 100
The rate of customer purchase is very high		33.3%		16.7%	1	3.3%	4	133%				
Customer promises and expectations are		23.3%		13.3%	2	6.67%	7	— 23.3%			33.3%	33.3%
Customer promises and expectation met in hotel Africana												

Source: primary data

From the above table, respondents were examined on different issues pertaining to frequency of purchase A5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below; On the aspect of the rate of customer purchase being very high, 33.3% of respondents agreed, 16.7% of the respondents strongly agreed, 3.3% were uncertain 13.3% of respondents, disagreed and 33.3% of respondents, strongly disagreed. This implies that those who agree are equal to those who strongly disagree and thus the rate of customer purchase is moderate

#### 4.8 Factors that lead to dissatisfaction in hotel Africana

According to the researcher, respondents gave several reasons that led them not to be satisfied in hotel Africana and some of the reasons were; .

- Then the problem of missing commodities, some times customers don't receive what they exactly want as this complaint was raised by some customers of hotel Africana thus dissatisfaction..

- Then the parking area sometimes tends to be small since most customers drive and thus tend to be inconvenienced as some customers raised this problem thereby dissatisfaction.
- Then the parking area sometimes tends to be small since most customers drive and thus tend to be inconvenienced as some customers raised this problem thereby dissatisfaction.

#### 4.9 Level of complaints

Table 10 showing the responses in level of complaints

Level of agreement	Agree		Strongly		Uncertain		Disagree		Strongly disagree		Freq	%
Level of complaints	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	30	100
Customer complaints are responded immediately	8	26.7%	7	23.3%	0	0%	5	16.7%	10	33.3%	30	100
The hotel uses customer complaints as a point of improvement in its services	6	20%	8	26.7%	0	0%	7	23.3%	9	30%	30	100
The hotel has good relations with its customers	5	16.7%	8	26.7%	2	6.7%	5	16.7%	10	33.3%	30	100

Source: primary data

From the table above, respondents were examined on different issues pertaining to level of complaints. A 5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below.

On the aspect of customers complaints being responded to immediately,

26.7% of the respondent, agreed 23.3% of the respondents strongly agreed, 0% uncertain, 16.7% of the respondents disagreed and 33.3% strongly disagreed. This implies that complaints in most cases are not responded to immediately.

On the issue of the hotel using customer complaints as a point of improvement in its services, 20% of respondents agreed, 26.7% of the respondents strongly agreed, 0% uncertain, 23.3% disagreed and 30% of the respondents strongly disagreed. This implies that in some cases.

Customer complaints are used as a point of improvement in its services but in most cases the hotel does not use customer complaints as a point of improvement in its services.

On the issue of the hotel having good relations with its customers, 16.7% of the respondents agreed, 26.7% of the respondents strongly agreed, 6.7% of the respondents were uncertain, 16.7% of the respondents 'disagreed and 33.3% of the respondents strongly disagreed. This implies that good customer relations at quality supermarket were not done effectively and efficiently.

#### 4.10 Management's belief

Table 11 showing the responses on management's belief

Level of agreement	Agree		Strongly agree		Uncertain		Disagree		Strongly disagree		Fre q	%
Management's belief	Fre q	%	Fre q	%	Fre q	%	Fre q	%	Fre q	%	30	100
The hotel widens customer's view point in different areas of purchase	15	50%	5	16.7%	1	3.3%	4	13.3%	5	16.7%	30	100
The management uses knowledgeable staff in the improvement of service quality	12	40%	5	16.7%	3	10%	5	16.7%	5	16.7%	30	100
Accuracy of records in the purchase of different products		6.7%	25	83.3%		0%		6.7%	1	3.3%	30	100

Source: primary data

From the table above, respondents were examined on different issues pertaining to management's belief. A 5 point likert scale was used to rate the respondents level of agreement. These issues are individually explained in details below.

On the aspect of the hotel widening, customer's viewpoint in different areas of purchase, 50% of the respondents agreed, 16.7% of the respondents strongly agreed, 3.3% of the respondents were uncertain,

13% disagreed and 16.7% of the respondents strongly disagreed. This implies that the hotel widens customers view point in different areas of purchase.

On the issue of management using knowledgeable staff in the improvement of service quality, 40% of the respondents agreed, 16.7% of the respondents strongly agreed 10% of the respondents were uncertain. 16.7% of the respondents disagreed and 16.7% of the respondents strongly disagreed. This implies that the hotel has knowledgeable staff therefore it can easily improve of service quality.

Then on the issue of accuracy of records in the purchase of different products, 6.7% of the respondents agreed, 83.3% of the respondents strongly disagreed, 0% uncertain 6.7% of the respondents disagreed and 3.3% of the respondents strongly disagreed. This implies that there is at least efficiency and accuracy of records in the purchase of different products.

The researcher noted that the hotel operates a full day to increasing development in Uganda, hotels mostly a 24 hour basis thus customers of hotel Africana were not satisfied

. The researcher in interviewing few of the workers and customers, they said that this complaint had been raised for so long but had not been put into consideration by top management which led to customer dissatisfaction.

The relationship between service quality and customer satisfaction can further be shown by spearman rank correlation.

**Table 12 findings on the relationship between service quality and customer satisfaction.**

Respondents	Frequency	Rank A	Rank B	d	d <sup>2</sup>
Strongly agree	8	1	5	-4	16
Agree	4	2	3	-1	1
Strongly disagree	2	3	4	-1	1
Uncertain	1	4	2	2	4
Disagree	0	5	1	4	16
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>0</b>	<b>d<sup>2</sup> = 38</b>

**Source: primary data**

$r = \frac{1 - \frac{6d^2}{n(n^2 - 1)}}{1 - \frac{6x^2}{n(n^2 - 1)}}$

$n(n^2 - 1)$

$1 - \frac{6x^2}{n(n^2 - 1)}$

$15(15^2 - 1)$

$= 1 - \frac{228}{15(224)}$

$15(224)$

$= 1 - \frac{228}{3360}$

$3360$

$= 1 - 0.0678571429$

$= 0.93214$

### **Interpretation**

Service quality and customer satisfaction have a strong relationship as proved by spearman rank correlation.

From the research findings inadequate service quality and delivery affects customer satisfaction as a high percentage of respondents don't agree that the supermarket delivers services as promised thus customer dissatisfaction.

More so a high percentage of respondents strongly disagreed about the good relations between hotel workers and the customers, as this resulted into poor service quality hence service quality being the most important in improving customer satisfaction.

## **CHAPTER FIVE**

### **Summary of findings, conclusion and recommendations**

#### **5.0 Introduction**

The study examines the relation ship between service quality and customer satisfaction evaluations in hotel Africana. The previous four chapters have laid a basis on which this report can be rounded up. In chapter one the background and the problems of the study were given and study variables indicated, the independent variables were service quality and the depended variables includes customer satisfaction. Chapter three outlined the methodology adopted for caring out the study. In chapter four the findings were presented and interred, in this chapter discussion and conclusion of the study findings will drawn upon which recommendation will be made.

#### **5.1 Summary of the findings**

##### **5.1.1 Findings on the level of customer dissatisfaction**

The research showed that majority of customer are not satisfied in hotel Africana but continued visiting this hotel due to other factors like being near to some customers and its one of the leading hotel in area.

##### **5.1.2 Findings on the relationship between service quality and customer dissatisfaction**

From the questions tested and basing on the previous discussion of the following presentation related to the study according to the results reveals that there is strong relationship between service quality and customer satisfaction and therefore service quality plays an important role in determining customer satisfaction.

The findings also stretch that this native perception on customer dissatisfaction in hotel Africana position relationship between poor service quality and customer dissatisfaction as shown by respondents. How ever, there are other factors other than poor service quality in hotel Africana that could be affecting its performance to a limited extent. Therefore emphasis should be put on service quality without neglecting the other factors that may affect customer satisfaction in hotel Africana.



## **5.2 Conclusion**

The research has covered important relationship between service quality and customer dissatisfaction in hotel Africana position relationship between poor service quality and customer dissatisfaction as shown by respondents. However, there are other than poor service quality in hotel Africana that could be affecting its performance to a limited extent. Therefore emphasis should be put on service quality without neglecting the other factors that may affect customer satisfaction in hotel Africana.

## **5.3 Recommendations.**

These recommendations are based on the study findings and aim at establishing service quality and other factors which may lead to customer satisfaction

Although some managers may believe that quality aspects of exchange are beyond their control, it's evident that managers of service need to recognize and accept that service quality will inevitably take place and that it has a significant effect on both the customers and workers perception of the service.

Management can avoid poor quality which leads to customer dissatisfaction in the following ways;

Management should make a good planning of their activities in order to avoid over working of employees leading to poor service quality and in the long run customer dissatisfaction

There should be an effective examination of each individual needs. People should not be looked up in wholesome

In order to improve on service quality, employees' should be finished and appreciated for the work they have done.

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## APPENDIX 1

### SERVICE QUALITY QUESTIONNAIRE (To be filled in by customers)

Dear respondent,

I am pleased to inform you that you are one of the customers who were selected to respond to this questionnaire. The data collected using this questionnaire will be used to compile an academic research report to be submitted to Kampala international university for the award of a bachelor degree of Tourism and Hotel management (BTHM).

The study is purely for academic purposes in nature. Your response towards the hotel will be confidential and valuable to the successful completion of study.

You are kindly requested to fill this questionnaire as honestly as you can.

Please answer the following questions by either writing in the space provided or by ticking in the box provided.

Yours faithfully

Atugonza Benjamin

RESEARCHER.

### SECTION A

#### Profile of the respondents

**1. Sex.**

- i) Male ☐
- ii) Female ☐

**2. Age**

- i) Less than 30 years ☐
- ii) 30-40 years ☐
- iii) More than 40 years ☐

**3. Marital status**

- i) Single ☐
- ii) Married ☐
- iii) other(s) specify.....

**4. What is the level of education?**

i) O level ☐

ii) A level ☐

iii) Diploma ☐

iv) Bachelor ☐

v) Other (s) specify.....

**5 For what period of time have been coming in the hotel Africana**

i) less than a year ☐

ii) between 1 and 2 years ☐

iii) Between 3 and 4 years ☐

iv) Over 4 years ☐

v) Other specify.....

**5. For what period of time have you spend in hotel Africana?**

i. less than one day ☐

ii. Between two and three days. ☐

iii .Between one and two weeks. ☐

iv. Over one month. ☐

V. other specify.....:

**SECTION B**  
**SERVICE QUALITY**

**Independent variable**

For each of the following please indicate to what extent you agree.

A= Agree

SA= Strongly agree

U= Uncertain

D=Disagree

SD=Strongly disagree.

Please choose only one option that suits your level of a agreement or disagreement for each of the following statements (tick in the appropriate box)<sup>2</sup>

	A	SA	U	D	SD
<b>Reliability</b> Hotel Africana service are reliable and dependable					
Hotel Africana delivers the promises service effectively					
Better complaints handling at hotel Africana is good and first					
<b>Responsiveness</b> Workers at hotel Africana are attentive to customer requests, questions and complaints					
Workers at hotel Africana show signs of appreciation at all times of stay					
<b>Assurance</b> Workers at hotel Africana are trust					
<b>Empathy</b> Customer are dealt with on individual basis					
Workers at the front office in hotel Africana are adequate enough to handler customer on the individual basis					
<b>Customer care</b> Customer are attended to very fast					
Hospitality given to customer by the workers at hotel Africana is good					

No

If yes explain

.....  
.....

**SECTION C;**  
**CUSTOMER SATISFACTION**

(Dependent variable)

What attract you to stay as a customer in hotel Africana? Good customer care

Actual consumer expectation ☐

Effective service delivery ☐

Frequency of purchases ☐

Other specifies.....

Besides customer's satisfaction, what else motivates you to stick at hotel Africana?

.....

In your thinking, does service quality of hotel Africana affect you in any way or the other?

Yes ☐

No ☐

If yes explain

.....

.....

A=Agree      SA =strongly agree      U=Uncertainty      D=Disagree

SD=strongly disagree.

Please choose only one option that suits your level of agreement or disagreement for each of the following statement (tick in the appropriate box).

	A	SA	U	D	SD
<b>Frequency of customer visiting</b> You always visit hotel Africana					
The service offered by hotel Africana to customers are pleasing					
<b>Level of complaints</b> You complaints are responded to immediately					
You always at all time of vesting complaint					
The hotel has good relations with its customers					

**PART D**

## THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION

A=Agree

SA=Strongly Agree

U=Uncertain

D=Disagree

SD=strongly disagree

Please choose only one option that's suits your level of agreement or disagreement for each of the following statement (tick in the appropriate box)

	A	SA	U	D	SD
Reliability of service at hotel Africana has improved customer satisfaction.					
The responsiveness of workers to the customer request and complains has improved service quality and thus customer satisfaction.					
The empathy provided to customer of hotel Africana has improved customer satisfaction					
Service quality positively influence customer satisfaction at hotel Africana					



## APPENDIX 11

### SERVICE QUALITY QUESTIONNAIRE

(To be filled by the workers)

I am pleased to inform you that you are one of the employees who were selected to respond to this questionnaire. The study is purely for academic purposes in nature. Your responses towards the hotel are confidential and valuable to the successful completion of the study.

You are kindly requested to fill this questionnaire as honestly as you can..

Please answer the following question by either writing in the space provided or by ticking in the box provided..

Yours faithfully.

Atugonza Benjamin

RESEARCHER..

### SECTION A

#### Profile of the respondents

**1. Sex.**

i) Male ☐

ii) Female ☐

**2. Age**

i) Less than 30 years ☐

ii) 30-40 years ☐

iii) More than 40 years ☐

**3. Martial status**

i) Single ☐

I) Married ☐

iii) Other(s) specify.....

**4. What is the level of education?**

i) O level ☐

ii) A level ☐

iii) Diploma ☐

☐

iv) Bachelor

v) Other (s) specify.....

?

**SECTION B**  
**SERVICE QUALITY**

**Independent variable**

For each of the following please indicate to what extent you agree.

A= Agree

SA= strongly agree

U= Uncertain

D=Disagree

SD=strongly disagree.

Please choose only one option that suits your level of a agreement disagreement for each of the following statements (tick in the appropriate box)

	A	SA	U	D	SD
<b>Reliability</b>					
Hotel Africana delivers service as promised					
Hotel Africana complains are handled fast and seriously.					
The hotel Africana uses customer complains to bring new ideas to improve on its service					
Better i					
<b>Responsiveness</b>					
Customer are responded too very first with a smile of appreciation from workers					
Hotel Africana always show Customers at housings of appreciation toward the service					
<b>Assurance</b>					
hotel Africana assures customers by always adding more value to it service offered					
Workers are always confident of service provided to customer because of their quality. Security at hotel is tight					
<b>Empathy</b>					
Customer are dealt with on individual basis					
Customer requests and complaints are positively responded to on individual basis at hotel Africana					

**SECTION C:**  
**CUSTOMER SATISFACTION**  
**(DEPENDENT VARIABLE)**

1 For what period of time have you been working at hotel Africana?

i less than one year ☐

ii between 1 and 2 years ☐

iii between 3 and 4 years. ☐

iv Over 4 years ☐

2 what attract you to stay as a worker in hotel Africana?

i Good man agent at hotel Africana ☐

ii Effect service delivery towards customers. ☐

iii Management beliefs. ☐

iv Other(s) specify.....

1. Besides service quality, what else motivates you to remain working at hotel Africana?

.....  
.....

Please choose only one option that suits your level of agreement or disagreement for each of the following statement (tick the appropriate box)

A= Agree      SA=Strongly      U=Uncertain      D=Disagree      SD=Strongly disagree

	A	SA	U	D	SD
Frequency of purchase					
The rate of customer purchase is very high					
Customers promises and expectation are met in hotel Africana					
Level of complaints					
Customer's complaints are responded to immediately.					
The hotel uses customer complaints as a point of improvement in its service.					
Management's belief					
The hotel widens customer's viewpoint in different area of vesting					
The management uses knowledgeable staff in the improvement of service quality					
Accuracy of records in the purchase of different products					

## PART D

The relationship between service quality and customer satisfaction.

Please choose only one option that suits your level of agreement or disagreement for each of the following statement in the appropriate box

A=Agree      SA=Strong agree      U=Uncertain      D=Disagree

SD=Strongly disagree

	A	SA	U	D	SD
Reliability of service at hotel Africana has improved customer satisfaction					
The responsiveness of workers to customer request and thus customer satisfaction					
The empathy provided by the workers to customer of hotel Africana has improved customer satisfaction.					
Service quality positively influence customer satisfaction at hotel Africana					
Assurance of better service quality at hotel Africana has improved customer satisfaction					
Management's belief at hotel Africana has improved customer satisfaction.					

**APPENDIX III**  
**SERVICE QUALITY QUESTIONNAIRE**

(To be filled by the top management)

I am pleased to inform you that you are one of the top management who were selected to respond to this questionnaire. The study is purely for academic purposes in nature. Your responses towards the hotel are confidential and valuable to the successful completion of the study

You are kindly requested to fill this questionnaire as honestly as you can..

Please answer the following question by either writing in the space provided or by ticking in the box provided..

Yours faithfully,

Atugonza Benjamin

RESEARCHER..

**SECTION A**

**Profile of the respondents**

**1. Sex.**

i) Male ☐

ii) Female ☐

**2. Age**

i) Less than 30 years ☐

ii) 30-40 years

iii) More than 40 years ☐

**3. Marital status**

i) Single ☐

ii) Married ☐

iii) other(s) specify .....

**4. What is the level of education?**

i) O level ☐

ii) A level ☐

iii) Diploma ☐

IV Bachelor ☐

V Other (s) specify.....

5 For what period of time have been managing Hotel Africana

I less than a year ☐

ii between 1and 2 years ☐

ii between 3and 4 years ☐

IV Over 4years ☐

v) Other specify.....

.....

What problems do face while managing service quality and customer satisfaction in hotel

Africa.....

.....

Do you solve customer's complaints at the maximum?

If yes, how .....

.....

## APPEDIX IV

### TIME FRAME

WEEK	ACTIVITIES
1 <sup>st</sup> week	Instrument design' preparation and drawing programmed schedule for research.
2 <sup>nd</sup> week	Research begins: this is by observation, interviews, departing question to the intended respondent, reading literature, focus group discussion.
3 <sup>rd</sup> week	Research analysis begins: this include analyzing data got from literare, focus group discussion answered and post back questionnaire , interviews, observation among others
4 <sup>th</sup> week	<p>This is a week of research conclusions and report writing. It involves making stand point depending on the past three weeks and analyzing bearing in kind the procedure, terms and condition of the organization and the university.</p> <p>It is this week will leave the organization and binding the research report to be submitted at the university.</p>



# **APPEDIX V** **TIME FRAME**

WEEK	ACTIVITIES
1 <sup>st</sup> week	Instrument design' preparation and drawing programmed schedule for research.
2 <sup>nd</sup> week	Research begins: this is by observation, interviews, departing question to the intended respondent, reading literature, focus group discussion.
3 <sup>rd</sup> week	Research analysis begins: this include analyzing data got from literare, focus group discussion answered and post back questionnaire , interviews, observation among others
4 <sup>th</sup> week	<p>This is a week of research conclusions and report writing. It involves making stand point depending on the past three weeks and analyzing bearing in kind the procedure, terms and condition of the organization and the university.</p> <p>It is this week will leave the organization and binding the research report to be submitted at the university.</p>

**APPENDIX VI**  
**RESEACH BUDGET**

ITEMS	COST	NO OF ITEMS	AMOUT
<b>(1) TYPING SERVICE</b>			
Proposal 35 pages	500@	35	17500
Photocopying 35 pages	100 @	35	3500
<b>(2)STANTIONARY</b>			
Writing papers 30papers	100@	30	3000
Assorted pens and pencils	500@	5	2500
Binding			15000
Photocopying questionnaire			10000
Food for lunch	3000 per plate	20	60000
Transport	2000 per day	20	40000
miscellaneous			30000
<b>GRAND TOTAL</b>			181500

## APPNDIX VII

### PLAN FOR PRESETATION

**TABLE: 1 Profile of the respondents**

CATEGORY	FREQUENCE	PERCENTAGES
<b>GENDER</b>		
Male		
Female		
<b>EDUCTION LEVEL</b>		
PHD		
Masters		
Degree		
Diploma		
Certificate		
<b>AGE</b>		
20-29		
30-39		
30-49		
50 and above		