

WOLKITE UNIVERSITY



**ASSESSMENT OF FACTOR THAT AFFECT THE SERVICE
QUALITY OF THE HOTEL (IN CASE OF SOUTHRN SUN HOTEL
IN BUTAJIRA TOWN)**

**COLLEGE OF BUSINESS AND ECONOMICS DEPARTMENT OF
MANAGEMENT**

**RESEARCH PAPER SUMMITTED TO DEPARTMENT OF
MANAGEMENT FOR THE PARTIAL FULLFILMENT OF BA
DEGREE IN MANAGEMENT**

PREARIED BY: TAMIRU GIZAW

ADVISOR: MR. TAFESSE A.

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DECLARATION

I hereby declare that assesment of factor that affect the service quality of the hotel in case of southern sun hotel in butajira is my own work, prepared under guidance of TAFESSE.A (MBA).All source of material used for the research have been fully acknowledged.

Advisor: Tafesse.A (MBA)

Signature

Date

Examinor:

Signature

Date

ACKNOWLEDGMENT

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ABSTRACT

This research paper was studied about the major factors that affect the service quality in southern sun hotel in Butajira town. This study would attempt to answer the basic questions concerning with the factors that affect the service quality in the hotel service and it would be treated with a detail and careful investigation. The relevant data for this study would be obtained from both primary and secondary method of data collection. The study was adopt non random sampling for selection of employees and customers of the organization among the group of population. After the required data were collected and analyzed at the end of the study the recommendation and conclusion would give a solution for the problems relating to the marketing activity of the organization.

KEY WORD: Service quality, southern sun hotel Butajira.

Contents

CHAPTER ONE	1
1.1 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 STATEMENT OF THE PROBLEM	1
1.3 OBJECTIVE OF THE STUDY	3
1.3.1 General Objective	3
1.3.2 Specific Objectives	3
1.4 SIGNIFICANCE OF THE STUDY	3
1.5 SCOPE OF THE STUDY	3
1.6 LIMITATION OF THE STUDY	3
1.7 ORGANIZATION OF THE STUDY	4
CHAPTER TWO	5
2. LITERATURE REVIEW	5
2.1 INTRODUCTION	5
2.2 Service	5
2.3 Service marketing	5
2.4 Nature and Classification of Service	5
2.4.1 Service intangibility	5
2.4.2 Service inseparability	6
2.4.3 Service variability	6
2.4.4 Service perishability	6
2.5 Managing service differentiation	6
2.5.1 Offer	7
2.5.2 Delivery:	7

2.5.3 Image	7
2.6 Managing Service Business	7
2.7 Service Quality and Customer Satisfaction	8
2.8 Measuring Service Quality	8
2.8.1 Strategies used to retain customers	9
2.8.2 Principles of Managing Service Quality and Customer Satisfaction	9
Conceptual framework.....	15
CHAPTER THREE	16
3. RESEARCH METHODOLOGY	16
3.1 Introduction	16
3.2. Background of the Organization	16
3.3 Research Design	16
3.4. Data type and Source	16
3.5 Method of Data collection	16
3.6 Target population	16
3.7 Sampling design and Sampling Technique	17
3.8 Sample size	17
3.9 Methods of Data Analysis and presentation	17
CHAPTER FOUR	18
4. DATA ANALYSIS, INTERPRETATION AND PRESENTATION	18
4.1. Analysis of Responses of Customers	18
4.1.1. Personal Details	18
4.2. Analysis of Responses of Employees	25
4.2.1. Personal Details (background)	25
4.2.2. Responses Regarding to Hotel Service	27

CHAPTER FIVE	31
5. SUMMARY, CONCLUSION AND RECOMMENDATIONS.....	31
5.1. Summary.....	31
5.2. Conclusion	32
5.3. Recommendation.....	33
Refference	34
APPENDEX-1	35
APPENDEX-2	38

List of table

Table	page
4.1. Analysis of Responses of Customers.....	20
4.1.1. Personal Details.....	20
Table 1: sex of respondent and customer.....	20
Table 2: Age range of respondents.....	21
Table 3: Income level of Respondents.....	21
Table 4: Occupational Status of the Respondents	22
Table 5: Religion of Respondents.....	22
Table 6: Educational level.....	23
4.1.2: Responses regarding to hotel service	23
Table 6: Attitude of Customers to Hotel service.....	23
Table 7: Preference of the Customers.....	24
Table 8: Additional Service.....	24
Table 9: Hotel service comparing with other hotel services.....	25
Table 10: Satisfaction of Customers.....	25
Table 11: Personality of Sales Person.....	26
Table 12: Customers expectation of the service quality.....	26
4.2. Analysis of Responses of Employees.....	27
4.2.1. Personal Details (background).....	27
Table 1: Sex of respondents (Employee).....	27
Table 2: Age range of respondents.....	27
Table 3: Income level of Respondents.....	28
Table 4: Education.....	28
4.2.2. Responses Regarding to Hotel Service.....	29
Table 5: Treatment of Customers.....	29
Table 5: Incentives of employee.....	30
Table 6: What are internal and external factors that Affect the service quality of your hotel?	31
Table 7 what are the measures to be taken to increase service?	32

CHAPTER ONE

1.1 INTRODUCTION

This chapter includes background of the study, statement of the problem, objective of the study (general and specific objectives), scope of the study, limitation of the study and finally includes organization of the study.

1.1 BACKGROUND OF THE STUDY

Service are not tangible that cannot be touched, seen or felt rather they are intangible deed and performance a good example of this service can be service provided by hospitals, hotels, transportation, banks and the like. Those service industries resulting in their increasing important to the world economy both in high developed and developing countries there is a lot to be done this service sector (Zenithal and Bitner, 2003:3).

However, this day encourage progress can be specially seen in hospitality industry. In our country Ethiopia it is known that hotel service sector. In today's business world hospitality industry becoming existing and highly comparative carried filed. That are also may be established for business and furnish the following service like, food, beverage, room attendants, laundry or day cleaning (Kasavana and Brooks, 2005:5). This study is targeted to know the different types of factors that affect a service quality and to give remedies based on findings.

A number of studies indicate that a quality is the most determinant factor for satisfaction of customers, of course not everyone agrees with the idea that satisfaction is increased by providing appropriate service (Fornel; 1988).

1.2 STATEMENT OF THE PROBLEM

A service quality analysis is a detailed study of the product or service that the organization able to provide to its respective customers. For business organizations the detailed examination of factors affecting a service quality is crucial, because it attempt to identify the internal and external factors that affect the hotel service, and attempt to know how to improve the service quality (Michael, J, 1998).

Service quality and customer satisfaction in the hotel industry, (Urge, 2016) states that customer satisfaction is significant to build long-lasting relationships with consumers and hence a critical success factor in service oriented companies. As indicated by (Mubiri et. al., 2016) many researchers have argued that some customers may not appreciate some services as much as others would. Consequently, ethnic differences may lead the hotel to modify their services to fit the social and ethnic practices of specific consumers. Hotel businesses in developing countries also have to compete with each other and focus on satisfying both local and worldwide customers, because, today's customers are more alert, educated and exposed to a lot of information through online sources , social media , magazines etc. (Urge, 2016).

Mubiri ET. al., (2016) argues that in the event consumers are satisfied with services of a certain hotel, they are most likely to become loyal consumers and keep spreading positive word of mouth to other consumers.

In the study, service quality and customer satisfaction in the hospitality industry in Ethiopia, (Eshetieh'01 et. al., 2016) highlights that the country has suffered from having world class hotel chains in number and providing international service standards. In addition, the country also suffered attracting more private hotel owners due to different reasons and the existed hotels do not perform well as per the international hotel standards and these clearly showed that the country does not enjoy economic contribution from hospitality industry as expected (Lalla et. al., 2015).

From this point the study would suggest a suitable measures for improving the existing problems in case of Southern Sun Hotel by answering the following basic questions.

1. What are the internal and external factors that affect the service quality?
2. What are the measures to be taken to increase service quality?
3. What are the customer expectations with regard to service quality?

1.3 OBJECTIVE OF THE STUDY

1.3.1 General Objective

The general objective of the study was to assess the factors that affect the service quality of the Southern Sun Hotel in Butajira town.

1.3.2 Specific Objectives

- ❖ To identify the internal and external factors that affects the service quality.
- ❖ To assess the measures taken to increase the service quality.
- ❖ To assess the customer expectation regard to service quality.

1.4 SIGNIFICANCE OF THE STUDY

For Researcher, It would enable the researcher to acquire a good practices and experience. For Organization, In order to achieve the desired goal of the organization effectively and efficiently with in appropriate and simultaneously to satisfy customer needs. The organization must use expert and talented manpower the significance of this study. It would help to the hotel to known the factors that affect the quality of service and to reduce those problems, and for future organization it would use as a guidelines and reference for the next researchers on related topics. It would enable the society to get a quality service and it would be suggest possible solution for the problems cited by the organization

1.5 SCOPE OF THE STUDY

The scope this study geographically limited in southern sun hotel in butajira town. Conceptually the study was limited on assessing the factors that affect the service quality of the Southern Sun Hotel in Butajira town.

1.6 LIMITATION OF THE STUDY

In conducting the study, the researcher has faced many problems. Some of them are described below: absence of manager in time of questinaire distribution. When the questionnaire I would be duplicate and distribute, there might be happen the respondent carlesness and unwillingness.

1.7 ORGANIZATION OF THE STUDY

This research was included by five chapter. Chapter one deal with background of the study, the statement of the problem, objectives of the study, significance of the study, Scope of the study, Limitation of the study and organization proposal.

The second chapter was focus on review of related literature about the study. The third chapter was focus on methodology of the study and the fourth chapter was deals with data analysis and discussion. Finally, chapter five was focus about conclusion and recommendations of the whole finding of this research paper.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 INTRODUCTION

This chapter covers the relevant literature based on the research objectives in the hotel industry. The covered topics are; Inshort service quality and customer satisfaction, finally emprical review of the study.

2.2 Service

Any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Services are benefits or satisfaction which are offered for sale or provide with sale of goods. In the height of the forgoing comments a possible definition of service might be any activity of benefits performed by individuals and organizations the object of marketing is an intangible aimed at satisfying the needs and wants of customers and individual users without any acquisition of physical good arising from the exchange transaction (Baker: 1998, 254).

2.3 Service marketing

A service industry vary greatly: government offer services through courts, employment services. Hospitals, military services, police and fire department services, schools etc.

Private not for profit organizations offer services through museums, charities, colleges, foundations and hospitals. A large number of business organizations offer service like banks, hotels, insurance companies, clinics, entertainment companies, real state firms, advertising and research agencies and retailers (Kotler: 1999, 465).

2.4 Nature and Classification of Service

A company must consider four special service characteristics when designing marketing programs.

2.4.1 Service intangibility

Service cannot be seen, heard or smelled before they are bought. Example: people undergoing cosmetic surgery cannot see the result before purchase.

To reduce uncertainty buyers look for signals of service quality. They draw conclusion about quality from place, people, price, equipment and communication that they can see.

There for, the service provider task is to make the service intangibility to their tangible offers. Service marketers try to add tangible to their intangible assets (Phillip, Kottler 1999, p. 469).

2.4.2 Service inseparability

Physical products are produced then stored, later sold and still later consumed. In contrast service are first sold then produced and consumed at the same time. Service inseparability means that service cannot be separated from their providers, whether the providers are people or machine. If a service employee provides the service, then the employee is a part of a service, because the customer is also present as the service is produced, provider customer interaction is a special feature of service marketing (Phillip, Kottler 1999, p. 469).

2.4.3 Service variability

The quality of service depends on who provides them as well as when, where, and how they are provided example, some hotels have reputation for providing better service than others still win a particular hotel on registration desk employees may cheerful and efficient, where as another standing just a few feet away may be unpleasant and slow (Phillip, Kottler 1999, p. 470).

2.4.4 Service perishability

Service cannot be store for later use or sales. Some doctors change patients for missed appointments because the service value existed only at that point and disappeared when the patient did not show up.

The perishability of service is not a problem when demand is study. However, when demand fluctuates service firms have often have difficult problems (Phillip, Kottler 1999, p. 471).

2.5 Managing service differentiation

Service marketers frequently complain about the difficulty of the differentiating their service from those of competitors. The deregulation of several major service industries, communications, transportation, energy, banking, precipitated intense price competition. The alternative to price competition is to develop a differentiated offer, delivery, and image (Phillip, Kottler 1999, p. 469-79).

2.5.1 Offer

The offer can include innovative features to distinguish it from competitors offer. What customer expects is called the primary service package, and to this can be added secondary service features.

The major challenges in service differentiation is that most service innovations are easily copied. Few of them are preemptive in the long run. Still the service company that regularly researches and introduce service innovation would gain a reputation for innovation.

2.5.2 Delivery:

A service company can distinguish its service delivery quality by having more able and reliable customer contract people than its competitors. It can develop more attractive physical environment in which the service is delivered.

2.5.3 Image

Service companies can also work on differentiating their image. They often do this through symbols and branding. Several highly branded service companies have developed successful international operations. (Philip Kotler; 1999 p.474-76).

2.6 Managing Service Business

Service can be usefully rated according to their customer importance and company performance. Importance performance analysis can be used to rate the various elements of the service handle and identify what actions are required. Customer whose complaints are satisfactorily resolved often become more company loyal than customers who were never dissatisfied.

Excellent managed service companies believe the employee relations would reflect on customer relations. Management carries out internal marketing and creates an environment of employee support and rewards for good service performance. Management regularly audits employee's satisfaction with their jobs. An important part of satisfying employees is helping them cope with the demands on their lives outside the office. As employees put a higher premium on spending time with their families smart companies are going out their way to accommodate employee's needs with flexible work schedule. (Philip Kittler 1999: p.484).

2.7 Service Quality and Customer Satisfaction

In verifying degrees, all organizations attempt to satisfy customer needs and wants through the set of activities known collectively as customer service, might companies maintain in fact, that service to the customer is their top priority clearly, without attracting customers and building sales as the cost of quality of the organizations products (Femell, 1988).

Customers require a quality of service at the most basic level, they need fair prices, acceptable product quality, and dependable deliveries, customers seeking a higher level of customers service may also want sizable inventories efficient order processing, availability of emergency shipments, progress report, postal service prompt replacement of defective items, and warranties because service needs vary from customer to customer, companies must analyze and adopt to customer preferences.

Attention to customer needs and preferences is crucial to increasing sales and obtaining repeat sales. A company failure to provide the basined level of service may mean the loss of customer (Fernell, 1988).

Customer satisfaction with service quality can be defined by comparing perceptions of the services accepted with expectations, of the service needed when expectation are greater than service is perceived to be qualified and of exceptional quality and also to be unacceptable, when expectations are confirmed by perceived service quality is satisfactory.

2.8 Measuring Service Quality

Service quality cannot be measured in the way the quality of physical good is measured; by necessity, service quality is measured using a survey investment administrated to customer one of the most popular approaches to service fidelity is the instrument.

Service quality cannot be measured in the way the quality of physical good is measured; by necessity, service quality is measured using a survey investment administrated to customer one of the most popular approaches to service fidelity is the instrument.

Service quality is composed of questions about the five categories of service (tangibles, reliability, responsiveness assurance and empathy/very customer surveyed. The service quality scare for a service is the different between the perception of the dimension and the expectation, besides using service quality to calculate service quality perceptions,

managers can use it to track competition, examine differences of course, on the quality do not guarantee satisfied customers providing and maintaining customers need would help the firms to create a loyal customer (Kotler, 1999). According to him the satisfied customer would: Buy again, Talk favorable to others about company, Pay less attention to competing brand advertising, Buy other product that the company latter adds to its line. A successful marketer denotes its effort to customers' satisfaction through: Providing basic element of the product or service that the customer, providing a general service such as customer assistance, a recovery process for counter acting bad process of experience, extra ordinary service that excess in meeting customers preference and make the product or service customized.

2.8.1 Strategies used to retain customers

In its widest sense, customer are embrace everything an organization does to and sustain a relationship with its customer in its narrow sense it is in activity or action which adds value to the relationship that an organization customer can program also can be soon from a state of mind, which permits the thinking of the selling of service and from a highly to cussed and closed by defined set of activities designed to add values and satisfactions important to specific customers.

2.8.2 Principles of Managing Service Quality and Customer Satisfaction

In managing service quality and customer satisfaction a companies have two choices. They can be proactive and begin the service satisfaction management process before they even come into contact with customer, or they can be reactive and wait for customers to complain or tell them what to do. Some companies are having in both ways. However, it is recommended that you do as possible to manage your quality of service and customer satisfaction efforts proactively (Gronrou, 1988).

By having the above idea intended to discuss the following things which helps service industries (hotels) to manage their service quality and customer satisfaction proactively.

1. Developed passionate customer focus

Being customer focus is no longer enough. That would make your barely competitive; as every, company believes they are customer focused. You must be passionate focus must be so deep and dedicated that is permits your personal being and the life of your business

customers are the life blood of your business, so treat them with care, affection and attention.

2 Empower the staff

Training the staff to build in quality to provide superior customer service and to take responsibility for satisfying the customers is with the authority to do whatever it takes to guarantee the customer satisfaction when you empower your staff you would find that their commitment to their jobs, the business and the customers greatly increase.

3 Measure

Measure everything. There are two important reasons for this

- a. What gets measured gets done
- b. You must measure it to improve it

Therefore, measure the performance of yourself and your staff measure the quality of the product and services your produce and sell measure the satisfaction levels and service perceptions of your customers. Then make the appropriate and necessary positive changes based on the result of these measurement.

4 Recognize and Reward both your employees and your customers

Show your employees appreciation for a job well done. Let them know that you care about them as people too, not just as buyers of your service send customers than you cards, post cards and gifts are important rewarding techniques of customers.

5. Every one works for the customers

You must become a customer focused organizations, totally and completely. You and your employees do not work for the company, you work for the customer mostly.

6 Get to know your customers intimately

Companies that know their customers intimately are much more profitable than their competitors. This is because these companies are giving customers exactly what they needs and ask for.

Talk to your customers directly, write to them, phone to them up ask them questions, survey them invite them to your premised, and take them to participate on organizations activities.

7 Building quality in your service

Once you know what your customers what from you, you can give it to them at the highest level of quality possible. Remember that quality is whatever the customers say it

is, and it can change daily, you must build quality into your products and service from the start.

8 Make it Better

Some business survey their customers and find that customers believe they are getting quality products and services and they are satisfied if your customers tell you that your quality is excellent and your service is super and they are highly satisfied with the way you treat them, you must immediately look for ways to make everything you are doing better.

- i. Christian Gronrous formulated a service quality model that highlight the main requirements for delivering high service quality. The model identifies five gaps that cause unsuccessful delivery and dissatisfaction.
- ii. Gap between customer expectation and management perception management does not always correctly perceive what customers want.
- iii. Gap between management perception and service quality specification management might correctly perceive customer wants but not set a performance standard.
- iv. Gap between service quality specification and service delivery. Personnel might be poorly trained or incapable or unwilling to meet the standard or they may be held to conflicting standards, such as taking time to listen customers and serving them fast.
- v. Gap between service delivery and external communication customer expectations are affected by statements made by company representatives.
- vi. Gap between perceived service and expected service. This gap occurs when the customers misperceives the service quality. And our study is focused more of on dissatisfaction created by this gap.

Generally parasuraman, Lethem and berry found five determinants of service quality and satisfaction (Gronrous, 1988).

1. Reliability

Reliability is the ability to perform the promised service both dependably and accurately reliable service performance is a customer expectation and means that the service is accomplished on time, in the same manner, and without errors every time.

2. Responsiveness

Responsiveness in the willingness to help customers and to provide prompt service keeping customers waiting, particularly for apparent reason, creates unnecessary negative perceptions of quality. If service failure occurs, the ability to recovery quickly and professionalism can create very positive perceptions of quality for example, serving

complimentary drinks on delayed flight can turn potentially poor customers experience into one that is remembered favorable.

3. Assurance

Assurance is the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension includes the following features competence to perform the service, politeness and respect for the customer, and the general attitude. The server has the customer best interest at heart.

4. Empathy

Empathy is the provision of earring, individualized attention to customers empathy includes the following features approachability, and effort of understand the customers' needs on example of empathy is the ability of an airline gate attendant to make a customer's missed connection the attendants won problem and find a solution.

5. Tangibles

Tangibles are the appearance of physical facilities, equipment's, personnel and communication materials. The condition of the physical surrounding (example, cleanliness) is tangible evidence of the care and attentions detail that are exhibited by the service provider. This assessment dimension also can extend to the conduct of other customers in the service. Understanding the customer and his/her expectation of the service marketers must understand the customer well and correctly size up their expectations of the service for this; they must obviously carry out through customer the important point customer analysis in service context involved first hand and not second hand knowledge about the customers.

The service marketers must be encouraged to make plenty of personal contacts with the customers and gather relevant first hand data on their requirements or expectations of the service here are below two means of understanding the customer and his expectation of the service.

- ✎ Exit Response for Customers: collection of exit from the customer is commonly used method of sizing up customer expectations and extent of gap in the service as per their perception.

The response is often gathered a questionnaire sometimes the service provider talks personally of the customers.

- ✎ Customer care Panels: customer panel is another tool for understanding customer expectations.

The panel helps the marketer to gather views of sample customers on key aspects of the service in face-to-face talk, it can actually serve as the eyes and ears of the marketer. Customer's forums and bodies that register completion can also be used for understanding (measure) customer expectation (Fegre, 1992).

Fegres eight steps to win Customers

1. Take the customers point of view: This would for you to examine every things as the customer sees it, from the order blank to correspondence to online order entry customer service. Make all you customer interactions as sample and error-free as possible.
2. Meet or exceed the Competitions service

People who don't shop with you because of sentimental attachment to try to raise the competitive bar overtime.

Remember, a competitor that is playing catch up loses credibility with the customer and would probably operate less efficiently than you.

3. Know they self

Only by understanding what is unique about you company can you leverage your strengths and address you weakness in customer relationships.

4. Consistently meet your commitments

Virtually every organizations consistently honors its product/service guarantee. But, how many companies miss delivery deadlines fail to up data the customer on the changing status of an order, or given great service only when a customer requests an extra effort.

5. Service must be efficient to be successful

Not a company exists that can maintain both profits and market share while operating less efficiently that is competitors. The earliest way to lose profits, market share, or both is failing to focus on efficiency the pursuit of being an effective market share competitor.

6. Anticipate everything

By knowing your customers what they would appreciate before they know it, win over new customers by accurately anticipating your competitors service capabilities and strategies and then beating to the punch.

7. Commit long term

If you have a well through idea of where customer expectations and competitors capabilities would be in five or ten year, began to lay the ground-work how to gain an advantage.

Building operational capabilities is long term commitment that would win over customers and valid huge competitive advantages.

2.9 Empirical Review

Research on service quality has currently received special attention from the researcher. Some research conducted on quality service and its factor on customer satisfaction of the hotel and its result are summarized as follow;

Empirical research by Cronin & Taylor, (1992) “showed that service quality has a significant effect on customer satisfaction.” Similarly, recent studies by González & Brea, (2005); &Ekinci(2004) as cited on (Harr, 2008) using recursive structural models provided empirical support that service quality results in customer satisfaction.

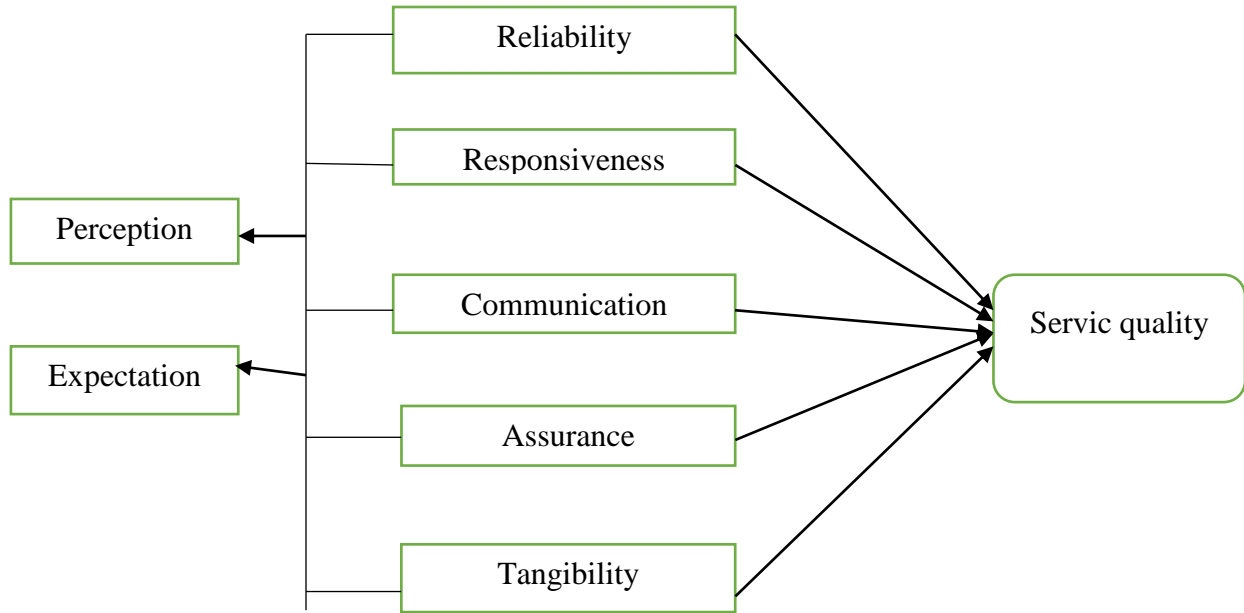
Customer satisfaction “is a broader concept than service quality which focuses specifically on dimensions of service (Zeithamlet al.2006).

Service quality and customer satisfaction is that quality relates to managerial delivery of the service while satisfaction reflects customers' experiences with that service. They argue that quality improvements that are not based on customer needs would not lead to improved customer satisfaction (Iacobucci et al, 1995). Bolton and Drew (1994) pointed out “customer satisfaction depends on pre-existing or contemporaneous attitudes about service quality”.

There is also a lot of argument regarding whether customer satisfaction is the antecedent of service quality or the outcome of service quality. “Initially scholars take the position that satisfaction is an antecedent of service quality since to reach an overall attitude (service quality) implies an accumulation of satisfactory encounters” (Bolton & Drew, 1991).

However, other scholars take the opposite view that service quality is the antecedent of customer satisfaction (Cronin & Taylor, 1992); (Ekinci, 2004); (Rust & Oliver, 1994); as cited on (Harr, 2008).

Conceptual framework



CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Introduction

This chapter sets out various stages that follows in completing the study. These stages are research design, target population, sampling design, data collection instruments, data collection procedures and data analysis.

3.2. Background of the Organization

This research conducted in Butajira southern sun hotel it is found in south nation nationality and people region. It is 132 KMs far from our capital city Addis Ababa from northen direction.

3.3 Research Design

The type of research design was a descriptive type of research. Because this type of research is used to identify and obtain data on the characteristics of a particular issues or problem and also most of social researcher come under this category.

3.4. Data type and Source

This study use both primary and secondary source of data for successful accomplishment of the study. The primary data would be gathered through questionnaires and the secondary source of data would collected from different books, organization record documents and other written materials. Moreover, this study is use qualitative type of data.

3.5 Method of Data collection

The primary data would be collected by distributing questionnaires to the customers and employees of the hotel. The questionnaire were both open ended and close ended types. The secondary data would be collected from the organization record documents and other books.

3.6 Target population

The target population of the study would be the available customers and the employees of the southern sun hotel. The total population for the study are 284.

3.7 Sampling design and Sampling Technique

The researcher was used simple random sampling technique. Especially convince sampling technique would be used. Because respondents are not available once at the time and place and population not clearly unknown. The target population of the study was available average customers at the time of service delivered.

3.8 Sample size

The total population for the study is 284. From this population 77 were employees of the hotel and the rest of 207 are average customers of the hotel. From the employees of the hotel, the researcher was select 36 samples and from the customers of the hotel the researcher selects 51 samples. Thus, in total the researcher used 87 samples to obtain the necessary data by using the following sample size determination formula.

$$n = \frac{Z^2 \cdot p \cdot q \cdot N}{e^2 (N-1) + Z^2 p \cdot q} \quad (\text{by kothari; 2004})$$

$$\text{Then; } n = \frac{(1.65)^2 (0.5) (0.5) (77)}{(0.1)^2 (77-1) + (1.65)^2 (0.5) (0.5)} = 36 \text{ samples from service giver}$$

$$N = \frac{(1.65)^2 (0.5) (0.5) (207)}{(0.1)^2 (207-1) + (1.65)^2 (0.5) (0.5)} = 51 \text{ Samples from customers}$$

Where

n = Sample size

P= Population proportion (0.5) to select the highest sample size

q= 1-p

N= total population

e= Error term 0.1 (precision)

z= Critical evaluate at 90% confidence level (1.65).

3.9 Methods of Data Analysis and presentation

After the relevant data would be collected the next step was data analysis. In this study the researcher used descriptive analysis techniques. The descriptive data analysis method was includes coding, editing, classifying and tabulating graphic, pie chart of the result for the simplicity of the research. The researcher used percentage to interpret and analyze the data.

CHAPTER FOUR

4. DATA ANALYSIS, INTERPRETATION AND PRESENTATION

This chapter deals with the tabular data presentation and analysis of data. The data were collected through questionnaires that were distributed to employees and customers of the Southern sun hotel. Questionnaires were distributed for employees and customer of the soouthrnsun hotel was (87) out of which (51) questionnaire to customers and (36) to employees. From (51) questionnaire distributed to customer (46) are returned and out of (36) questionnaire (32) are returned. The rest not returned for the study. Because, lack of willingness, absenteeism after taking the questionnaires, lack of enough time and work load of respondents.

4.1. Analysis of Responses of Customers

4.1.1. Personal Details

Table 1: *Sex of respondents (Customers)*

Sex	Number of respondents	Percentage (%)
Male	29	63
Female	17	37
Total	46	100

Source: *Primary data by the researcher*

The above table states that 29(63%) of respondents are males and the remaining 17(37%) are females. From this the researcher concludes that the number of male customers are greater than the number of female customers in the hotel.

Table 2: *Age range of respondents*

Age	Number of respondents	Percentage (%)
< 20	5	10.87
21-30	9	19.57
31-40	13	28.26
41-50	11	23.9
>50	8	17.4
Total	46	100

Source: *Primary data by the researcher*

As it can be seen in the above table 5(10.87%) of respondents are less than 20 years and 9(19.57%) of respondents are between the age range of 21-30 years in addition out of the total respondents 13(28.26%) of respondents are between the age group 31-40 years, and 11 (23.9%) of respondents are between the age group of 41-50. Whereas 8(17.4%) of respondents are greater than 50 years. From this the researcher concludes that the age 31-40 greater than other interval age of the respondents.

Table 3: *Income level of Respondents*

Income level	Number of respondents	Percentage (%)
< 2000	6	13.1
2001-4000	3	6.6
4002-6000	5	10.9
6001-8000	14	30.2
>8000	18	39.2
Total	46	100

Source: *Primary data by the researcher*

As it can be seen in the above table monthly income of customers from the total number of respondents 6(13.1%) were below 2000 birr, 3 (6.6%) were between 2001-4000 5(10.9%) were between 4001-6000, 14(30.2%) were between 6001-8000 birr and 18(39.2%) were above 8000 birr. Here we can understand that the majority proportion of

the respondent get monthly income of greater than 8000 birr and lesser proportion of the respondent were getting between 2002-4000 birr.

Table 4: *Occupational Status of the Respondents*

Occupation	Number of respondents	Percentage (%)
Merchant	17	37
Farmer	--	--
Employee	21	45.7
Other	8	17.3
Total	46	100

Source: *Primary data by the researcher*

The above table implies customer respondent's occupation. From the total number of respondents about 17(37%) were merchants, 21(45.7%) were government employee and the rest of 8(17.3%) were others. This indicates that the majority of the respondents were reported to work in governmental sector.

Table 5: *Religion of Respondents*

Religion	Number of respondents	Percentage (%)
Orthodox	25	54.4
Muslim	11	24
Protestant	7	15
Other	3	6.6
Total	46	100

Source: *Primary data by the researcher*

The above table shows that religion of the respondents 25(54.4%), 11(24%), 7(15%), 3(6.6%) of the respondents are orthodox, Muslim, protestants and others respectively. This indicates that the majority of the respondent are Orthodox.

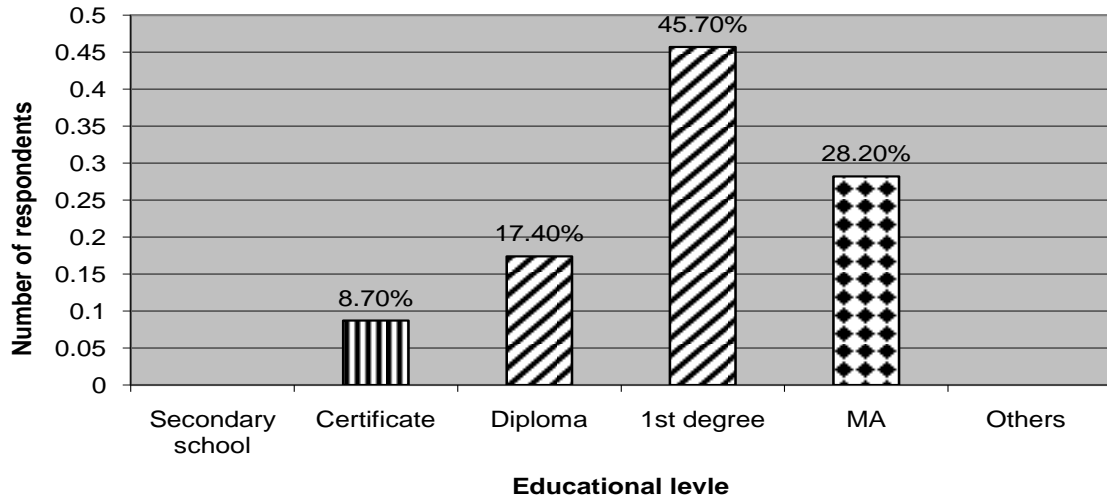


Figure 1: *Educational Level*

The above bar graph summaries and presents the educational background of SouthernSun hotel customers. From the total number of respondents 13 (28.2%) of the respondent were master, 21(45.7%) of the respondent were first degree, 8(17.4%) of respondents were college diploma and 4 (8.7%) of respondent were a certificate.

4.1.2: Responses regarding to hotel service

Table 6: *Attitude of Customers to Hotel service*

What is your attitude towards the hotel service?	Number of respondents	Percentage (%)
Very good	6	13
Good	32	69.5
Moderate	6	13
Poor	2	4.34
Very poor	--	--
Total	46	100

Source: *Primary data by the researcher*

As it shown in the above table 6(13%) of customers attitudes towards the hotel service is very good, 32(69.5%) of customers attitudes towards the hotel service is Good, and the 6 (13%) of customers have a moderate attitude, 2(4.34%) poor attitude to the service of

Southernsun hotel. From this the researcher can understand the majority of customer's attitude towards the hotel service has better consideration.

Table 7: *Preference of the Customers*

Why do you prefer to use the Southernsun hotels services?	Number of respondents	Percentage (%)
Due to its good quality	37	80.5
Due to its low price	--	--
Due to in availability of other hotels	--	--
Others	9	19.5
Total	46	100

Source: *Primary data by the researcher*

As shown in the above table 37(80.5%) of respondents prefer Southernsun hotel because of due to its good quality with compared to other hotels and the rest of 9(19.5%) of respondents prefer to use the Southernsun hotel. Due to other factors from this we can understand the hotel customer prefer Southernsun hotel service due to its good quality.

Table 8: *Additional Service*

Do you get any additional service while you use the service of the hotel?	Number of respondents	Percentage (%)
Yes	27	58.7
No	19	41.3
Total	46	100
Types of additional benefit		
Bus station	6	37.5
TV rooms	10	62.5
Total	16	100

Source: *Primary data by the researcher*

The above table shows that about 27(58.7%) of customers get additional service when they use the hotels service. According to the respondents answers 6(37.5%) of customers respond that the hotel prepared comfortable bus station and 10(62.5%) respondents that the hotel provided TV in each bed room while they use the hotel service. 19(41.3%) of

customers do not get any additional service while they use the hotel service. This shows that the majority of customers of the hotel does not get any additional benefit while they use the hotel service.

Table 9: *Hotel service comparing with other hotel services*

How is the hotel service quality comparing with other hotels	Number of respondents	Percentage (%)
Very high	6	13
High	32	69.6
Medium	5	10.86
Low	3	6.52
Very low	--	--
Total	46	100

Source: *Primary data by the researcher*

The above table shows 32 (69.6%) of customers have high attitude towards and 6(13%) of customers have very high and 5(10.86%), 3(6.52%) medium low service quality of the hotel respectively. From this the researcher concludes there is high service quality in the hotel.

Table 10: *Satisfaction of Customers*

To what extent you have satisfied with service quality?	Number of respondents	Percentage (%)
Very high	10	21.74
High	18	39.13
Medium	13	28.26
Low	5	10.86
Very low	--	--
Total	46	100

Source: *Primary data by the researcher*

As it can be seen from the table above, 10(21.74%) of respondents are very high satisfied with the service quality whereas 18(39.13%) of respondents high satisfied with the service quality, and 13(28.26), 5(10.86) of the respondent are medium low satisfied

respectively From this the researcher concludes most of customers of Southrnsun hotel are highly satisfied with service quality.

Table 11: *Personality of Sales Person*

How do you see the sales person personality of the hotel?	Number of respondents	Percentage (%)
Very good	--	--
Good	23	50
Average	17	37
Poor	6	13
Very poor	--	--
Total	46	100

Source: *Primary data by the researcher*

As indicated above table, 23(50%), 17(37%) and 6(13%) of the respondents replied that the sales person personality are good, average and poor respectively. From this the researcher concludes that the sales person personality of the hotel is good.

Table 12: *Customers expectation of the service quality?*

Is displayed service are per expectation?	Number of respondent	Percentage (%)
Strongly agree	8	17.39
Agee	20	43.45
Average	11	23.9
Disagree	7	15.22
Strongly disagree	---	--
Total	46	100

Source: *primary data by the researcher*

As indicated the above table 8(17.39%) are strongly agree, 20(43.45%) agree, and also 11(23.9%), 7(15.22%) of the respondent are average and disagree respectively from the responded of customers. Then it mean that the way of service displayed mostly per the expectation of customers, most of the customers agree.

4.2. Analysis of Responses of Employees

4.2.1. Personal Details (background)

Table 1: *Sex of respondents (Employee)*

Sex	Number of respondents	Percentage (%)
Male	15	46.9
Female	17	53.1
Total	32	100

Source: *Primary data by the researcher*

The above table states that 15(46.9%) of respondents are male and the remaining 17(53.1%) are females.

The researchers conclude that the number of females are greater than number of males. So, dominantly female employees are in the organization.

Table 2: *Age range of respondents*

Age	Number of respondents	Percentage (%)
< 20	4	12.5
21-30	10	31.2
31-40	9	28.1
41-50	6	18.75
>50	3	9.4
Total	32	100

Source: *Primary data by the researcher*

As it can be seen on the above table 4(12.5%) of respondents are less than 20 years and also 10(31.2%) of respondents are between the age range of 21-30 years. In addition out of the total respondents 9(28.1%) of respondents are between age group of 31-40 years and 6(18.75%) of respondents are between the age group of 41-50. Whereas 3 (9.4%) of respondents are greater than 50 years. From this the researcher concludes that most 10(31.2%) of respondents are between age group of 21-30. This indicates that young employees are having work in the organization. Having young employee in the organization is positive impact on the organization because of they are productive and initiated employees.

Table 3: *Income level of Respondents*

Income level	Number of respondents	Percentage (%)
< 2000	5	15.6
2001-4000	7	21.8
4001-6000	11	34.45
6001-8000	6	18.75
>8000	3	9.4
Total	32	100

Source: *Primary data by the researcher*

In the above table, 3(9.4%) of the respondents are recruited with a salary of 8000 and more. In addition out of the total respondents 6(18.75%) of respondents have a salary between 6001-8000, and 11(34.45%) of the respondents earn the salary between 4001-6000 and also 7(21.8%) of the respondents have a salary between 2001-4000 birr. Whereas the remaining 5(15.6%) of respondents have a salary less than 2000. From this the researcher concludes that most of employees get a salary between 4001-6000.

Table 4: *Education*

Level of education	Number of respondents	Percentage (%)
Secondary school	10	31.25
Certificate	3	9.35
Diploma	19	59.4
1 st degree	--	--
Masters		
Total	32	100

Source: *Primary data by the researcher*

According to the information above 31.25% and 9.35% of employees have education level of secondary school, and diploma in the organization respectively.

And the other 59.4% of employees have education level of first degree in the organization. From this we can understand that majority of respondents have education level of first degree school.

4.2.2. Responses Regarding to Hotel Service

Do you get training to up grad yourself to increase providing good service?

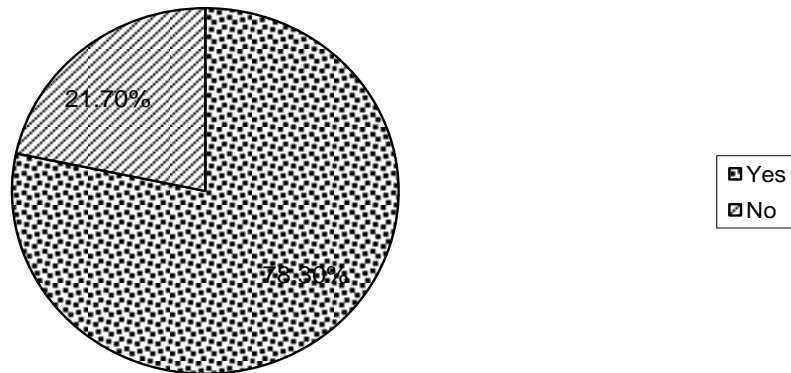


Figure 2: *Training of employees*

As it shown in the above pie-chart about 7(21.7%) of respondents did not get a training to upgrade yourself to increase providing good service for their customers. whereas 25(78.3%) got a training to upgrade yourself and to treat in a good way their customers. from this most of respondents get a training to upgrade yourself.

Table 5: *Treatment of Customers*

How do you treat your customers	Number of respondents	Percentage (%)
Very good	--	--
Good	11	34.4
Average	18	56
Poor	3	9.6
Very poor	--	--
Total	32	100

Source: *Primary data by researcher*

As indicated above table 11(34.4%) of respondents are replied that they treat their customers in a good way and 18(56%) of respondents replied that they treat their

customers averagely whereas 3(9.6%) of respondents replied that they treat their customers in poorly. From this the researcher concludes that treatment of customers is average.

Do you get incentive from the hotel while you treat customers in a good way?

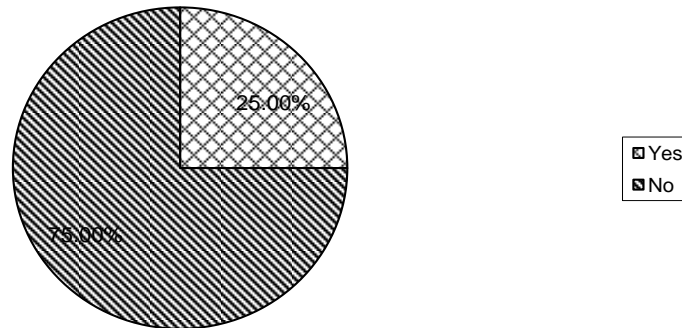


Figure 3: *Incentive of Employees*

As it shown in the above pie-chart about 8(25%) of respondents get incentive from the hotel while they treat their customers in good way. Whereas 24(75%) didn't get incentives when they treat their customers in a good way. According to the response of employees they didn't get incentives like a bonus, increase the level of salary and tips from customers when the treat their customers in a better way.

What are internal and external factors that affect the service quality of your hotel?

Table 6:

What is internal factors	Number of respondent	Percentage (%)
Little number of skilled manpower	14	43.75
Employee turnover	10	31.25
Lack of internal training	8	25
Total	32	100
What is external factors		

Water supply of the city	9	28.12
Electrical power supply	13	40.62
Tax system of government	6	18.75
Limited availability of college to give training	4	12.5
Total	32	100

Source: Primary data by researcher

As indicated in the above table 14(43.75%) of the response is little number of skilled manpower, 10(31.25%), 8(25%) are employee turnover and lack of internal employee training respectively are internal factor that affect the hotel service. The researcher concluded most of internal factor supply are the major factor that affect the hotel of the hotel are little number of skilled manpower. And also, 9(28.12%) are water supply of the city, 13(40.62%) are electrical power supply, 6(18.75%), 4(12.5%) are tax systems of government and limited availability of college to give hotel service training respectively those factors are external. the researcher concluded electrical power are the most external factor of the hotel.

What are the measures to be taken to increase service?

Table 7

What are the measures to be taken to increase service	Respondent	Percentage (%)
Provide additional service	11	34.4
Improve employee training	9	28.1
Avoiding internal factors	8	25
Create attractive and better service	4	12.5
Total	32	100

Source: Primary data by researcher

As observed from table 4.1 most respondents 11(34.4%) said that providing additional service, 9(28.1%) of respondents said that improve employee training; 8(25%) of

respondents said that avoiding internal factors, 4(12.5%) of respondents said that create attractive and better service; the researcher most of respondents are providing additional service that use to increase service quality.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary

This research was conducted on the title of assessment of factors that affect the service quality in southern sun hotel in Butajira towns. The research has developed in the form of background of the study which dedicates about the nature of the study and definition of terms background of organization, statement of the problem, objectives of the study, significance of the study, scope of the study, organization paper in the chapter one. In the second and third chapter of this paper, literature review and researches methodology of the study had been included, under methodology part, nonrandom or probably method of study is used to select the sample of 51 from the customer of the hotel and of 36 employees from the hotel.

Chapter four of this research paper includes analysis of interpretation of data and presentation of data. The researcher started the data analysis, discussion and interpretation by the background information of respondents. The background information includes sex, age, educational level; occupation and religion of respondents, 32(69.5%) customers of the hotel have a good attitude towards the hotel service. However, it has to be remembered that there are also customers who have low attitude towards a hotel service. According to the response of the customers the hotels have a good attitude by its customers.

37(80.5%) customers of the organization preferred the hotel due to its good quality and 9(19.5%) of customers prefer the hotel other factors in addition to good quality they use the hotel as entertainment center, regarding to additional service customers get from the hotel 27(58.7%) of customers get additional service while they use the service of the hotel 19(41.3%) of customers does not get any additional service. When the quality of service is compared to others 32(69.6%) of customers replied that the quality of the service is high and 3(6.52%) of customers respond the quality of service is low when compared to other hotels service. 18(39.13%) of respondents are highly satisfied with the service quality in the hotel whereas the other 5(10.86%) of respondents low satisfied with

the service quality. About 23(50%) of customer views to the sales person personality of the hotel in good manner and 17(37%) of customers view to the hotel sales person personality is average. 20(43.45) of customers they get pre expectation and 7(15.22%) are low per expectation.

About 21.7% of (7) of employees did not get training in the hotel whereas 25(78.3%) get a training to upgrade themselves. And as the response of the employee of the hotel 11(34.4%) of respondents respond that they treat their customers in a good way and 3(9.6%) of employees respond that they treat their customers in poorly way.

As the response of the most employee of the hotel the organizations give incentives when the employee performs their job in good way.

5.2. Conclusion

The analysis, interpretation and presentation of data have been drawn from the findings of the research. The conclusion of all raised discussion has been the following.

Service quality is one of the core activities for one organization in order to attract many customers. Most of customers preferred southernsun hotel due to better quality of service when they compare with other hotels. Due to the limited service provider training college in the city, water supply and electric power are the major factors affect the service quality.

- ✘ The customer of the hotel has best consideration for the sales person personality
- ✘ Most of customers have a good attitude to the hotel service.
- ✘ Thesouthernsun hotel has a few number of trained service provider and give training for a few service provider.
- ✘ Comparing with other hotel southernsun hotel quality is better.
- ✘ Most of southernsun hotel customer was satisfied with the service quality.

5.3. Recommendation

Under this title, different recommendations that would require further investigation would be forwarded. This would be done based on the findings of the study. The researcher recommends basically on the following data acquired from the respondents and discussed and interpreted in the findings of discussion and interpretation parts.

- ✎ As it is possible to understand from the findings the number of female employees are greater than the number of males. However, the number of female customers are less than the number of males. Therefore, it would be better to increase the number of female customers by creating attractive and better service of the hotel.
- ✎ In the organization, there are customers who are unsatisfied with the hotel service quality. This affects the good would and lost of its customers in the future. Therefore it is recommended that by improving the educational and qualification of employees, by offering additional service and rewards should be improved so, that it would be possible to create satisfied customers.
- ✎ The service of the organization have affected both by internal and external factors. This condition is very difficult to the hotel to provide better service to the customers. So the organization should be liable to check its internal factors affect the service quality of the hotel like illiterate employees and its financial positions. It should be improved as well as make the customers happy by avoiding those internal factors. And also to ensure the external factors that highly affect the service of the organization.
- ✎ The hotel has little number of trained service provider. Therefore, the hotel would be better to increase the number of trained service provider in the hotel and the hotel give training for a little number of employees. So, it should be better to increase the number of employees who take the training.
- ✎ Even if most employees are trying to treat their customers in better way there are also some employees who treat customers in poorly.
- ✎ So, the hotel should try to increase the treatment of customers to be in better way. Because, customer is the reason for the growth of ones organization.

Generally, the hotel should improve its quality of service to keep up its customers better than what the other hotels do. Especially by assessing its internal and external factors in the future the hotel would be the most known hotel in the town as well as in the region and in the country by its better quality of service.

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APPENDEX-1
WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MANAGEMENT

Dear Respondents!

This questionnaire is prepared by Tamiru Gizaw for data collection method from the customers of SouthernSun Hotel. I am carrying out a research project at SouthernSun hotel entitled as **factors affecting the hotel service quality** at SouthernSun hotel for partial fulfillment of the requirements for the award of the Bachelor of Art Degree in management .To achieve the objectives of this research the researcher need assistance from you to fill questioners provided. I assure that your response will be kept in secret and will not be divulged to any other party. Since each of your response is very useful for study, please go through each question patiently and give genuine answer.

I would like to sincere appreciated in advance of your precious time and willingness to fill this questionnaire format.

General instruction

- ❖ Please (X) for boxes and fill the blanks spaced provided in some.
- ❖ You do not to write your name.
- ❖ Please attempt all questions available.

Part I: Personal Details:

1. Sex: Male
 Female

2. Age: <20 21-30
 41-50 31-40 >50

3. Income level:

<2000	<input type="checkbox"/>	2001-4000	<input type="checkbox"/>		
4001-6000	<input type="checkbox"/>	6001-9000	<input type="checkbox"/>	>9000	<input type="checkbox"/>

4. Occupation:

Merchant	<input type="checkbox"/>	Farmer	<input type="checkbox"/>
Employee	<input type="checkbox"/>	other	_____

5. Religion:

Orthodox	<input type="checkbox"/>	Protestant	<input type="checkbox"/>
Muslim	<input type="checkbox"/>	Other	_____

6. Education:

Secondary school	<input type="checkbox"/>	Certificate	<input type="checkbox"/>
1 st Degree	<input type="checkbox"/>	Diploma	<input type="checkbox"/>
MA	<input type="checkbox"/>	Other	_____

Part II; Information regarding to customer response to the hotel services.

1. What is your attitude towards the hotel service?

Very good	<input type="checkbox"/>	Moderate	<input type="checkbox"/>	poor	<input type="checkbox"/>
Good	<input type="checkbox"/>	Very poor	<input type="checkbox"/>		

2. Why do you prefer to use the southernsun hotel Services?

Due to its good quality	<input type="checkbox"/>
Due to its low price	<input type="checkbox"/>
Due to in availability of other hotels	<input type="checkbox"/>

Others _____

3. Do you get any additional service while you use the service of the hotel?

Yes No

4. Is your answer for question 3 is yes please mention some of them?

1. _____

2. _____

3. _____

4. _____

5. How is the hotels service quality comparing with other hotels?

Very High High

Medium Low Very low

6. Are you're satisfied with service quality?

Yes No

7. How do you see the sales person personality of the hotel?

Very good Average

Good Poor Very poor

APPENDEX-2
WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MANAGEMENT

Dear respondents!

This questionnaire is prepared by Tamiru Gizaw for data collection method from the employees of Southernsun Hotel. I am carrying out a research project at Southernsun hotel entitled as **factors affecting the hotel service quality** at Southernsun hotel for partial fulfillment of the requirements for the award of the Bachelor of Art Degree in management .To achieve the objectives of this research the researcher need assistance from you to fill questioners provided. I assure that your response will be kept in secret and will not be divulged to any other party. Since each of your response is very useful for study, please go through each question patiently and give genuine answer.

I would like to sincere appreciated in advance of your precious time and willingness to fill this questionnaire format.

General instruction

- ❖ Please (X) for boxes and fill the blanks spaced provided in some.
- ❖ You do not to write your name.
- ❖ Please attempt all questions available.

Part I. Personal details:

1. Sex: Male
- Female

2. Age:

<20 21-30
31-40 41-50 > 50

3. Income level:

<2000 2001-4000
4001-6000 6001-8000 > 8000

4. Education:

Secondary School Certificate
Masters Diploma First Degree

Part II. Information regarding to employee response to hotel service.

1. Do you get training to upgrade yourself to increase providing?

Good service? Yes No

2. How do you treat your customers?

Very good Average
Good Poor Very poor

3. What are the measures you take to increase the service quality?

1. _____
2. _____
3. _____
4. _____

4. Do you get incentive from the hotel while you treat customer in a good way? Yes No

5. If your answer for Q₄ is yes please mention some of them?

1. _____

2. _____

3. _____

4. _____

6. Why your customer prefer Southrensun hotel?

Due to Better quality

Due to Less price

Due to in availability of other hotels

Others _____

THANK YOU FOR YOUR COOPERATION!!