

WOLKITE UNIVERSITY



COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

ASSESSMENT OF CUSTOMER SATISFACTION IN SORESA

HOTEL IN CASE OF WOLKITE TOWN

A research paper submitted to the department of management in partial fulfillment of the requirement for the bachelor of art (b.a) in management

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Abstract

The objective of this study is to assess the satisfaction of customers in case of Soresa hotel In Wolkite Town. Hotels play a major role in satisfaction of the customer, and it is also known as the second home of the customer. Therefore, the customer' perceptions on hotel facilities and services greatly affect their satisfaction. The study would enable the researcher whether the customers are satisfied or not by the services rendered. The study was delaminated geographically in wolkite town in soresa hotel. Conceptually the study is to assess the customer satisfaction in soresa hotel. The descriptive type of research design was employed in this study. Secondary data sources used to conduct this research by reviewing theoretical and empirical finally, conclusion and recommendation is given on how to satisfy customers from the service given by the hotel.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Every business organization success depends on the satisfaction of the customers. Whenever a business's about to start, customers always comes first and then the profit. Customer satisfaction is the most important factor in tourism marketing. Satisfaction has been defined by researchers based on the interaction and relationship between the customer's pre-purchase expectations and the post-purchase evaluation of the products and services that they have consumed (Poon & Low, 2005; Vajra, 1997; Krippendorf, 1987; Cha, McCleary, & Uysal, 1995; Engel, Blackwell, & Miniard, 1990; Handy, 1977).

According to Hayes (1997), understanding of customer expectations and satisfaction is important for two reasons. First, the process helps to understand how the customers perceive and define the quality of products, services, and other offerings. Second, it facilitates the development of customer satisfaction questionnaires. As Berkman and Gilson (1986) highlighted, the customer satisfaction is important for all business establishments, since it influences the repeat visit/purchases, positive word of mouth (WOM) publicity, and recommendations. Satisfaction is a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome to expectations. If the performance falls short of expectations, the customer is dissatisfied. If it matches expectations, the customer satisfied. If it exceeds expectations, the customer is highly satisfied or delighted. Customer assessment of product performance depends on many factors, especially the type of loyalty relationship the customer has with the brand. Consumers often form more favorable perceptions of a product with a brand they already feel positive about (Best, 2005).

Customer satisfaction refers to a measure or degree of how products and services supplied by a company meet customer expectations. Customer satisfaction is one of the most essential elements of customer retention, customer loyalty. The art and science of customer satisfaction involves strategically focusing on creating and reinforcing pleasurable experiences (Kotler P. 2008). Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are

much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand, not just a rational preference. The result is high customer loyalty. The fact is that high satisfaction or delight creates an emotional affinity with the brand, not just a rational preference, and The creates high customer loyalty (Kotler P). The research will intend to assess the current services delivery of the Soresa and measure customer satisfaction level along with identification of major limitations to take proper action for future improvement.

1.2 statement of the problem

Customer care and satisfaction have their foundation in the fundamental concept of marketing and philosophy of marketing is essential to customer orientation (Boone, 2006). Customer care appears to be complex to study but anyone with deep understanding in an organization is likely to be conscious of the significance of customer care when operating the activities and how defectively customers are managed. Hotel is increasingly aware that assessing their customer satisfaction with quality of service is key quality product to ensure satisfaction and profitability. Many organizations lose most of their client and their contribution to enhance growth of such organization appreciating the effort to meet special requests of customers, providing for the customers, and ensuring their satisfaction helps the organization to grow, increase in profitability ratio, market share, customer retention and loyalty.

The study will be undertaken to assess customer satisfaction in Soresa hotel by evaluating customer satisfaction level regarding services provide by the hotel, in that Soresa hotel is the one hotel that are older but little growth and expansion. Moreover customer dissatisfied due to mismatch between hotel concept and their requirement, actual performance and customer expectation, price discrimination and hence a scientific study is needed. The research will analyze the services of Soresa hotel based customers responses on their satisfaction level. The research will help in knowing customers current view for the services and facilities of the institute along with identification of major limitations in services delivery so as to get them solve timely for better tomorrow.

As the researcher tried to assess in the above paragraphs, no study is carried out on this issue in soresa Hotels in general and hence this study can be called the first of its kind in the study area.

Hotels play a major role in the holiday satisfaction of the customer, and it is also known as the second home of the customer. Therefore, the customer' perceptions on hotel facilities and services greatly affect their satisfaction. According to West, Tas, and Emenheiser (1996),

perception of hotel attributes is the degree to which customer find various services and facilities that are significant in increasing their satisfaction during their hotel stays. On the other hand, the supply of high-quality products, services, and other offerings is of vital importance for the success of the hospitality and tourism industry (LeBlanc, 1992). Hotel industry is considered as a highly competitive business, since it offers homogenous products and services which are visible and easy to copy by the competitors. Therefore, the hoteliers should identify the best ways to differentiate their products from the competitors to get more advantages. The researchers have identified the quality and customer satisfaction as the best differentiation strategy (Poon & Low, 2005; Pizam & Ellis, 1999). Therefore, the hoteliers should take necessary steps to identify the satisfaction levels of their customers.

1.3 Research question

1. What is the level of customer's satisfaction in soressa hotel at wolkite town?
2. What are the internal factors that affect customer satisfaction in the soresa hotel at wolkite town?
3. What is the strategy used in soresa hotel to improve customer satisfaction level in soresa hotel at wolkite town?

1.4 Objective of the Study

1.4.1 General objectives

The general objective of this study is to assess customer satisfaction in soresa hotel in case of wolkite town.

1.4.2 Specific objective

- To assess the level of customer satisfaction in soressa hotel at wolkite town.
- To assess the internal factors that affect customer satisfaction in the soressa hotel at wolkite town.
- To assess the strategies soresa hotel used to improve the level customer satisfaction in soresa hotel at wolkite town.

1.5. Scope of the study

Geographically, the study was conducted in soresa hotel in case of sores hotel in wolkite town. And theoretically the study was limited to the soresa hotel, customer satisfaction in the soresa hotel, methodologically; the researcher used descriptive research design.

1.6. Limitation of the Study

Some challenge is encountered in this study especially in the data collection stage. The first limitation encountered in this study had difficulty in obtaining data for the research work. Another limitation was that, most of the respondents may be reluctant in responding to the question would posed to them. This is due to the fact that some of the respondents may be try to be secretive and concealed some vital information with the intention of protecting the image of their institution.

1.7. Significance of the Study

The student researcher; the student researcher is beneficiary on getting knowledge about the study and experience on conducting such assessment and get satisfaction when the study wills the solution to the problem.

The organization; the organization is beneficial in that the manager of the organization see the identified problem and recommend solutions and take corrective actions accordingly this study.

Other researcher: other researcher can take this study as reference for conducting other similar assessments.

Other similar organization: This study can also use for other organizations which are similar by taking this study and they can team selves with identified problem and if the problem is originated on them can take their corrective measure.

1.8 Organization of the study

The study consists of five chapters. The first includes introduction, statement of the problem, objective of the study, significance of the study, limitation of the study and organization of the study. The second review of related literature, the third chapter would deal with research methodology, cover conclusion and suggestion of the study.

CHAPTER TWO

LITERATURE REVIEW

2 INTRODUCTIONS

2.1 Definition of customer satisfaction

Customer satisfaction has long been a fundamental concept in marketing and business. In building customer satisfaction program, however, the first question that must be answered is, "what does it mean to say that a customer is satisfied?" (Donald , David, and Closs M.2010). Comfort, convenience of location, prompt service, safety and security, Customer satisfaction is ultimately to powerful because it is so quantifiable. Customers for judgments about the value of marketing offer and make their buying decision based up on these judgments. Customer satisfaction with purchase depends on the products performance relative buyers expectations a consumer might experience various degree of satisfaction. If the product performance is fall short of expectations, the customer is dissatisfied. If the performance meets the expectations, the customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied or delighted.

Customer satisfaction has been a popular topic in marketing practice and academic research since Cardozo's (1965) initial study of customer effort, expectations and satisfaction. Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition (Giese and Cote, 2000). Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service (Gunderson, Heidi and Olsson, 1996). It is the result of an evaluative process that contrasts repurchase expectations with perceptions of performance during and after the consumption experience (Oliver, 1980).

The most widely accepted conceptualization of the customer satisfaction concept is the expectancy disconfirmation theory (Barky, 1992; Oh and Parks, 1997; McQuitty, Finn and Wiley, 2000). The theory was developed by Oliver (1980), who proposed that satisfaction level is a result of the difference between expected and perceived performance. Satisfaction (positive disconfirmation) occurs when product or service is better than expected. On the other hand, a performance worse than expected results with dissatisfaction (negative disconfirmation). Studies

show that customer satisfaction may have direct and indirect impact on business results. Anderson et al. (1994), Yeung et al. (2002), and Luo and Homburg (2007) concluded that customer satisfaction positively affects business profitability. The majority of studies have investigated the relationship with customer behaviour patterns (Söderlund, 1998; Kandampully and Suhartanto, 2000; Dimitriadis, 2006; Olorunniwo et al., 2006; Chi and Qu, 2008; Faullant et al., 2008). According to these findings, customer satisfaction increases customer loyalty, influences repurchase intentions and leads to positive word-of-mouth.

Given the vital role of customer satisfaction, it is not surprising that a variety of research has been devoted to investigating the determinants of satisfaction (Churchill and Surprenant, 1982; Oliver, 1980; Barsky, 1995; Zeithaml and Bitner, 2003). Satisfaction can be determined by subjective (e. g. customer needs, emotions) and objective factors (e. g. product and service features). Applying to the hospitality industry, there have been numerous studies that examine attributes that travellers may find important regarding customer satisfaction. Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. Knutson (1988) revealed that room cleanliness and however, studies reveal that numerous hotel chains use customer satisfaction evaluating methods based on inadequate practices to make important and complex managerial decisions (Barsky, 1992; Barsky and Huxley, 1992; Jones and Ioannou, 1993, Gilbert and Horsnell, 1998; Su, 2004).

The most commonly made faults can be divided into three main areas, namely, quality of the sample, design of the GCCs, and data collection and analysis (Gilbert and Horsnell, 1998). In order to improve the validity of hotel customer satisfaction measurement practice, Barsky and Huxley (1992) proposed a new sampling procedure that is a „quality sample“. It reduces nonresponsive bias by offering incentives for completing the questionnaires. The components of their questionnaire are based on disconfirmation paradigm and expectancy-value theory. In this manner, customers can indicate whether service was above or below their expectations and whether they considered a particular service important or not. Furthermore, Gilbert and Horsnell (1998) developed a list of criteria for GCC content analysis, which is adopted in this study as well. Schall (2003) discusses the issues of question clarity, scaling, validity, survey timing, and question order and sample size.

2.2 Service quality

Service quality is a complex, elusive, subjective and abstract concept. It means different things to different people. The most common definition of service quality is the comparison customers make between their expectations and perceptions of the received service (Parasuraman et al., 1988; Grönroos, 1982). Quality is a multi-dimensional concept. Lehtinen and Lehtinen (1982) defined three dimensions of service quality, namely, physical quality, interactive quality and corporate quality. Similarly, Grönroos (1984) argued that service quality comprises of technical quality, functional quality and corporate image. On the other hand, Parasuraman et al. (1985; 1988) developed the SERVQUAL scale, which became the most popular instrument for measuring service quality.

They identified five key dimensions of service quality – reliability, tangibles, responsiveness, assurance and empathy. The SERVQUAL scale consists of 22 items for assessing customer perceptions and expectations regarding the quality of service. A level of agreement or disagreement with a given item is rated on a seven-point Likert scale. The results are used to identify positive and negative gaps. The gap is measured by the difference between perceptions and expectations scores and indicates the level of service quality. If the result is positive, perceived service exceeds expected service. A negative result means low quality of service. According to this instrument, service quality occurs when perceived service meets or exceeds customer's expectations. The instrument has been widely applied in a variety of service industries, including tourism and hospitality. Research related to this sector can be divided into measuring service quality in historic houses (Frochot and Hughes, 2000), hotels (Douglas and Connor, 2003; Antony et al., 2004; Juwaheer, 2004; Marković, 2004; Nadiri and Hussain, 2005; Olorunniwo et al., 2006; Wang et al., 2007), restaurants (Heung et al., 2000; Fu and Parks, 2001; Namkung and Jang, 2008), travel agencies (Atilgan et al., 2003; Martinez Caro and Martinez Garcia, 2008), diving (O'Neill et al., 2000), health spas (Snoj and Mumel, 2002; Marković et al., 2004; González et al., 2007), ecotourism (Khan, 2003), theme parks (O'Neill and Palmer, 2003), tourism and hospitality higher education (Marković, 2005; Marković, 2006). The instrument was used to measure hotel friendliness of employees are important. Barsky and Labagh (1992) stated that employee attitude, location and rooms are likely to influence travellers' satisfaction. A study conducted by Akan (1995) showed that the main determinants of hotel customer satisfaction are

the behaviour of employees, cleanliness and timeliness. Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three hotel factors that determine travellers' satisfaction. Providing services those customers prefer is a starting point for providing customer satisfaction. A relatively easy way to determine what services customer prefers is simply to ask them. According to Gilbert and Horsnell (1998), and Su (2004), customer comment cards (GCCs) are most commonly used for determining hotel customer satisfaction. GCCs are usually distributed in hotel rooms, at the reception desk or in some other visible place employee quality as well (Yoo and Park, 2007).

It should be noted that service quality and customer satisfaction are distinct concepts, although they are closely related. According to some authors, satisfaction represents an antecedent of service quality (Carman, 1990; Bolton and Drew, 1991). In this sense, satisfactory experience may affect customer attitude and his or her assessment of perceived service quality. Thus, satisfaction with a specific transaction may result with positive global assessment of service quality. Other authors argue that service quality is antecedent of customer satisfaction (Churchill and Suprenant, 1982; Anderson et al., 1994; Oliver, 1997; Oh, 1999; Zeithaml and Bitner, 2003; Jamali, 2007). This group of authors suggests that service quality is a cognitive evaluation, which may lead to satisfaction. Hence, customer satisfaction is the result of service quality. To sum up, the relationship between quality and satisfaction is complex. Some authors have described it as Siamese twins (Danaher and Mattsson, 1994; Jamali, 2007). Although there still remain a lot of unresolved questions, it can be concluded that service quality and customer satisfaction can be perceived as separate concepts that have causal ordering.

2.3 customers' perception & customer satisfaction

Customer satisfaction and retention that are bought through price promotions, rebates, switching barriers, and other such means are unlikely to have the same long-run impact on profitability as when such attitudes and behaviours are won through superior services defined customer satisfaction as the outcome of a cognitive and affective (Oliver, 2004).

Evaluation of the comparison between expected and actually perceived performance, which is based on how customers appraise delivery of goods or services, describes customer satisfaction as "a feeling or attitude of a customer towards a product or service after it has been used." Therefore, any business, service or manufacturing industry's main motive is increasing profit

from time to time and all the industries know that profit is generated only and only if they can satisfy their customer. Customer's satisfaction is the positive result of conformance to a specific service/product of their customers' perception. Hence customer satisfaction is the positive end result of customers' perception Jamal and Kamal (2003).

Customer satisfaction is the individual perception on the performance of product or service in relation on to his or her expectations. Customer satisfaction is a pleasurable fulfillment response. This satisfaction is un pleasurable fulfillment response. The experience of some part of it component of the definition allow the satisfaction evaluation to be directly at any or all elements of customer experience. This can be include product, service, process any other components of experience (Francis Battle, 2004).

2.4 Importance of the customer satisfaction

Customer satisfaction is important for all business organization, institution, supplier and distributor. Without customers the firm has no reason to exist in the market. Every business organization or supplier needs to actively define and measure customer satisfaction. When the customer is satisfied with the products this customer can be loyal for business organization and frequently purchase the product. And also the company can be increase profitability when they business can make increase customers. Customer satisfaction is the marketing term that measure how the products or service supplied by a company meet or achieve customer's expectation. Customer satisfaction provide the marketer and business owners within a metric that they can use to manage and improve their. There are some reasons why customer's satisfaction is so important. It is indicator of customer repurchases intention and loyalty. It is a point of the differentiation. It increases the customer life time value. It reduces the negative word of mouth. It is cheaper to retain customer than acquire new ones. (Zeithaml,A.Valarie,2005).

2.5 concept of customer satisfaction

Customer satisfaction is a term frequently used in marketing, is a measure of how products and servicer supplied by a company meet or surpass customer expectations. Customer satisfaction is defined are the number of customers or percentage of total customers. Whose reported experience with a firm or its servicer (rating) exceeds specified satisfaction goals? (Kotler, 2005).

Within organizations customer rating can have powerful effects, they focus employees on the importance of fulfilling customer's expectation. Firms generally ask customers whether their product service has meet or exceeded expectation thus expeditions are a key factor behind satisfaction. When customer has high expectation and the reality falls short. They will disappoint and will likely rate their experience as less than satisfying. If the performance matches with the expectation, the customer is satisfied. If the performance exceeds than customer expectation, the customer highly dissatisfied or delighted. According to Kotler,.(2002) customer satisfaction is a term has receive considerable attention and interest scholars and practitioners perhaps because of its importance as a key element in business strategy, and goal for all business activities especially in today's competitive markets Zineldin (2000)

Demonstrated that customer satisfaction is measured by a customer's estimated experience of extent to which a service provider's services fulfill his or her expectations provide that a number of benefit are associated with customer satisfaction. According to him, a satisfied customer is fewer prices sensitive, buys additional product and less influenced by competitors and stays loyal longer. Explained customer satisfaction as an experienced based assessment made by the customer of how far his own expectations about the individual characteristics or the overall functionality of services obtained from the provider have been fulfilled. The concept of customer satisfaction can either be classified as been objective or subjective. Satisfaction is viewed by recent studies as the outcome or end result during process of consumption of a product or a service Bruhn (2003)

2.6 Measure of customer satisfaction

Measuring customer satisfaction is derived via indirect and direct measure

A. Indirect measure of customer satisfaction includes a tracking monitoring, sale record, profit and customer complains. Firms that relay an indirect measure are taking a passive approach to determining what her or his customer perception is meeting or excluding survey customer expectation.

B. Direct measures of customer satisfaction are generally obtain via customer satisfaction are not standardized.

2.7 What is hotel tourism?

Food, accommodation and dress are the three most essential things of human. Hotel or hotel industry alone provides two basic things: food and accommodation. So, what is hotel or hotel industry? Hotel is a part of the hospitality industry which is an umbrella term for a broad variety of service industries including, but not limited to, hotels, restaurants and casinos. Hotel is often referred as a “Home away from home”. If we consider meaning of hotel in the dictionary, a hotel is a building where you pay to have a room to sleep in and where you can eat meals (Cambridge dictionary) or a hotel is an establishment that provides paid lodging on a short-term basis (Wikipedia)

According to A.M. Sheela, the author of the book “Economics of Hotel Management”, hotel is the place where the tourist stops being the traveller and become a guest. Hotel usually offer a full range of accommodations and services, which may includes suites, public dinning, banquet facilities, lounges and entertainment facilities. It is considered as an industry whose main aim is also to make profits for the hoteliers, though this may change at times. Hence a hotel should provide food, beverage and lodging to traveller on payment and has in turn the right to refuse if the traveller is drunk, not follow the rule of hotels or not pay the service fee. Traditional hotels provide rooms, banquets and restaurants. Additional hotels get revenues also from telephone call services, laundry services, travel services, internet services and recreational, entertainment activities in the hotels.

2.8 History of hotel industry

The hotel is maybe one of the oldest industries in the world. The history of hotels is connected closely to civilizations of mankind. According to some documents, the first inn was appeared in the sixth century B.C when some couples provide large halls for travelers to drink and the entire service was done by owners. To other documents, since early biblical times, the Greeks developed thermal baths in villages for rest. Later, the Romans built mansions to provide accommodation for the government business. The first thermal baths in England, Switzerland and the Middle East were developed by the Romans. In the Middle Ages, religious built inns to cater for their colleagues on the move. At the beginning, inns did not offer meals. They only provided shelter and allowed horses to be changed more easily.

Travelling became popular and the impact of the industrial revolution in England spread widely that led to the change from social or governmental travel to business travel. The need for quick and clean service all the time was emerged. The birth of hotel industry took place in Europe. At the beginning of the fifteenth century, in France, the first time, there was a law required that hotels keep a register. During this period, the first guide books for travelers were also published. English rules for inns also introduced at that time. At the same time, around 1500 thermal spas were developed in Carlsbad and Marienbad. However, the real growth of the modern hotel industry took place in the USA by the opening of the City Hotel in New York in the year 1794. It emerged the wave of hotel building activity in different cities. Some of the best hotels of the USA were built in this era, but the real boom came in the early of 20th century. This period also saw a beginning of chain operations under the guidance of E.M Sattler which would spread into all the continents. It involved big investments, big profits and trained professionals to manage the hotel business. Nowadays, architects, designers, developers, engineers, managers, etc realize that taste of guests could be different, according to their wishes or needs. Therefore, they have to catch new trends, define better criteria, present modern standards in order to improve quality of life in hotels.

2.9 Type of hotel industry

There are two ways to categorize hotels: by functions or by star ratings

- ❖ By functions, hotel has been classified into several types as follows:
 - ✓ Commercial Hotel
 - ✓ Airport Hotel
 - ✓ Conference Center
 - ✓ Economy Hotel
 - ✓ Suite or All-Suite Hotel
 - ✓ Residential Hotel or Apartment Hotel
 - ✓ Casino Hotel
 - ✓ Resort Hotel

Commercial Hotel:

A chain of hotels which have standardized service and amenity structures

Airport Hotel:

Hotel near the airport but it does not have to be connected or adjacent to the airport (although

some are); it could be located up to five miles away. Most airport hotels have a shuttle to and from the terminals (Charlyn Keating Chisholm, about.com. guide)

Conference Center:

A specialized hotel (usually in a less busy but easily accessible location) designed and built almost exclusively to host conferences, exhibitions, large meetings, seminars, training sessions, etc. A conference center often also provides office facilities and a range of leisure activities (Businessdictionary)

Economy Hotel:

A hotel offering few amenities (J.K. Krishan, "Dictionary of Tourism", Gyan Books, 2005)

- Suite or All-Suite Hotel:

A hotel in which every rooms has an attached living room and/or kitchen

Residential Hotel or Apartment Hotel:

A serviced apartment complex uses a hotel-style booking system. It is similar to renting an apartment, but with no fixed contracts and occupants can 'check-out' whenever they wish (Wikipedia)

Casino Hotel:

A business establishment combines a casino and a hotel or a building that houses both a hotel and a casino.

Resort Hotel:

A hotel caters primarily to vacationers and tourist and typically offers more recreational amenities and services in a more aesthetically pleasing setting, than other hotels. These hotels are located in attractive and natural tourism destinations and their clientele are groups and couples that like adventure with sophistication and comfort. The attractions vary depending on the region and some might offer golf, tennis, scuba diving and, depending on the natural surroundings, may also arrange other recreational activities.

❖ By Star Ratings, hotel has been classified into several types as follows:

- ✓ Five Star Hotel
- ✓ Four Star Hotel
- ✓ Three Star Hotel
- ✓ Two Star Hotel
- ✓ One Star Hotel

- ✓ No Category Hotels

Five Star Hotel:

Luxury hotels; most expensive hotels/resorts in the world; numerous extras to enhance the quality of the client's stay, for example, some have private golf courses and even a small private airport. ("Hotel Glossary of Terms", Marsh)

Four Star Hotel:

First class hotels; expensive (by middle-class standards); has all of the previously mentioned services; has many "luxury" services, for example, massages or a health spa. ("Hotel Glossary of Terms", Marsh)

Three Star Hotel:

Middle class hotels; moderately priced; has daily maid service, room service, and may have Dry-cleaning, internet access and a swimming pool. ("Hotel Glossary of Terms", Marsh)

Two Star Hotel:

Budget hotels; slightly more expensive; usually has maid service daily. ("Hotel Glossary of Terms", Marsh)

One Star Hotel:

Low budget hotels; inexpensive; may not have maid service or room service. ("Hotel Glossary Of Terms", Marsh)

2.9 Empirical Review

Research on customer satisfaction has currently received special attention from the researcher. Some research conducted on customer satisfaction of the hotel and their results are summarized as follow;

According to 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 which focuses specifically on satisfaction (Zeithamlet al.2006).

Customer satisfaction is that quality relates to managerial delivery of the service and 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).

CHAPTER THREE

3 Research methodologies

This chapter concern with main parts of the research which is the methodology parts that explain and justify the approach that has adopted in order to answer the proposed research question. This section include research method, data source, research design, the sampling techniques, data type and a source instrument technique that used to analyses the data.

3.1. Research design

The study can be conducted through descriptive type of research. The reason why used this type of method is because it helps to describe the existing condition as it is and it is mostly preferable for studies conducted in the area of business and economics.

3.2. Population and sampling

3.2.1 Target population

All items in any field of inquiry constitute a universe or population. It is obvious that in such inquiry no elements of chance are left and highest level of accuracy can be obtained (Kothari, 2004). Accordingly, the target populations for this particular study were the customers of soresa hotel at wolkite town.

3.3 Sampling Techniques

To collect the necessary data the researcher used census method. The researcher selects the target customer of soresa hotel at wolkite town and the total number of customers is 57 so the researcher takes all the customers of soresa hotel at wolkite town. . The researcher is used convince sampling technique can be the number of target population is small and manageable.

3.4 Data type, source and method of analysis

3.4.1 Data type and source

For this specific study the researcher used secondary source of data. The secondary data gathered from the published documents of the hotel and internet.

Chapter four

4. Conclusion and recommendation of the literature review

4.1 Conclusion on the literature review

The research finding from literature and empirical review show the following conclusion;

The primary goal of this research has been assessing the customer satisfaction of Soresa hotel.

Since satisfaction of customer is essential for the organization, so it is better for the organization to use different way of increasing customer satisfaction. Some of them were like, giving fast response for customers, providing better services, integrating their service with modern technology etc.

By doing so the organization (Hotel) would increase the satisfaction level of the customer.

The researcher concludes that the service delivery of the hotel can be measured by the customers by using different mechanism they might use a technique of ranging the service whether it was very high, high, moderate or poor and by identify the reason if the service delivered by the hotel was poor whether it was caused by inactiveness of the employee, limited number of employee or the habit of using advance technology.

As literature review to satisfy customer any hotel business provide unique service for the customer than its competitors to control hotel market. The service quality has a significant effect on customer satisfaction.

4.2 Recommendation on the conclusion literature review

Service quality of most competing element in hotel business to satisfy the customer and consumer, To provide better service quality; hearing the sound and effective communication of customer was the most sources to development service quality. Service quality comprises of technical quality, functional quality and corporate image. The key dimensions of service quality: reliability, tangibles, responsiveness, assurance and empathy. Service quality occurs when perceived service meets or exceeds customer's expectations. Service quality was the basis for customer satisfaction.

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