

ABSTRACT

Customer satisfaction is how the customer perceives service delivery. It is the state of mind customers have about a company and its products. This is dependent on whether their expectations have been met or exceeded over the life time of the product or service.

Different customers have different expectations based on their knowledge of a product or service (Reisig and Chandek,2001). If the service performance meets or exceeds customers expectations, they will be satisfied .

All service businesses including hotels are trying to identify and understand their customers' needs so they can fulfill them. The more satisfied the customers are the more likely they are to return or prolong their stay (Choi & Chu,2011).

Service quality is the subjective comparison that customers make between their expectation about the service and the perception of the way the service has been delivered; difference between expectations and performance. Many aspects determine customer satisfaction including price in relation to that of competitors, accessibility and reliability among others.

This study aimed to determine the influence of quality on customer satisfaction by examining three aspects namely reliability ,empathy and tangibles. The study focused on the hotel industry and 34 respondents from three hotels: Seasons, Maralink and Kims Breeze hotels. The data collected was descriptive in nature and was analysed by use of chisquare analysis

CHAPTER 1