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IMPACT OF BUILDING SERVICES ON CUSTOMER SATISFACTION IN SRI LANKAN HOTELS

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Abstract: Due to the increased tendency of people to travel for various reasons, such as personal affairs, business objectives, and tourism activities, the hotel industry has experienced tremendous growth in both the global economy and Sri Lanka over the past 10 years. The hotel sector in Sri Lanka contributes more to the nation's net earnings as its third source of foreign cash. Hotels play a significant role in the lodging sector and have recently risen to the top of the list of industries in terms of global competition. It's crucial for hotel management to increase customer satisfaction to draw in future business.

The purpose of this study is to examine the impact of building services on customer satisfaction in Sri Lankan hotels. The study ascertains the impact of building services on customer satisfaction in Sri Lankan hotels with reference to guests who stayed in 3-5 stars class hotels around Sri Lanka. The study is reviewed 328 guests' responses related to hotels located in down south, Colombo, Kandy, Dambulla & Trincomalee via Google form.

There are three independent variables namely, safety related building services, comfortability related building services and technology related building services. Dependent variable was customer satisfaction of hotel customers. According the statistical analysis that can prove there is a significant impact of building services on customer satisfaction in Sri Lankan hotels.

The results of this study provide hotel professionals with an assessment of current methods of measuring, managing customer satisfaction and help them to realize the importance of building services to improve customer satisfaction.

Keywords: Building Services, Customer Satisfaction, Hotel Industry.