

**SERVICE QUALITY AND CUSTOMER SATISFACTION IN GULU CITY HOTELS
: A CASE OF BOMAH HOTEL**

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M23B63/002

**A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF BACHELOR OF
TOURISM AND HOSPITALITY MANAGEMENT OF UGANDA CHRISTIAN UNIVERSITY**

February, 2026



**UGANDA CHRISTIAN
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DECLARATION

I, **ACIRO Teddy Malia**, declare that this is my original research work and it has not been presented to any academic awarding institution.

Signature: *AT* Date: *2nd March 2026*

APPROVAL

This research report titled "**Service Quality and Customer Satisfaction in Gulu City Hotels: A Case of Bomah Hotel**" has been developed under my supervision and I hereby approve it for submission.

Signature:



Date: 28/02/2026

Mr. Jjunko Julius

DEDICATION

This work is dedicated to Akulu Catherine and Lorraine for sponsoring my education. The work is also dedicated to my mother Among Stella for mentoring and supporting me through this journey. The work is also dedicated to my fiancé, Rubangakene Herick, for his continuous support. The work is also dedicated to my brothers Kucel Newton and Chinedu Kingsley for their guidance and inspiration.

ACKNOWLEDGEMENT

I first thank the Almighty God for giving me the opportunity to undertake and complete this academic journey.

Special appreciation goes to my supervisor, Mr. Jjuuko Julius for his guidance and advice that facilitated the completion of this research work. May the Almighty God reward you.

I also want to express my appreciation to my family, friends, colleagues, and everyone who contributed in one way or another to ensure that this study is a success.

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LIST OF ABBREVIATION

DV	Dependent Variable
IV	Independent Variable
NGO	Non-Governmental Organization
SPSS	Statistical Package for the Social Sciences

ABSTRACT

The study established the relationship between service quality and customer satisfaction in hotels. The study was guided by the following specific objectives; to examine customer satisfaction in Bomah hotel, to examine services quality in Bomah hotel and to establish the relationship between service quality and customer satisfaction in Bomah hotel. The study used mixed method design. A sample size of 66 study respondents was selected from a population of 80. The study used purposive sampling and simple random sampling techniques. Interview and questionnaire survey method were used to collect data. The data collected using questionnaires survey method was quantitatively analysed using Statistical Package for Social Sciences (SPSS). The correlation analysis showed a positive and statistically significant relationship between service quality and customer satisfaction ($r=.584^{**}$, $p<0.000$). The study concluded that high service quality offered by hotels will significantly result to customer satisfaction resulting to frequent visit to the hotel by customers. The study recommended that, management of Bomah should conduct regular training programs for it staffs focusing on customer care, complaint handling, communication skills, and time management. The further recommended investment in modern housekeeping equipment since this can reinforce the hotel's competitive advantage and sustain high customer satisfaction levels. The study also recommended that management of Bomah Hotel should introduce a continuous feedback mechanism, such as digital surveys, or follow-up messages after checkout. The study further recommended that management of Bomah Hotel should develop a clear service quality standard for all departments.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents background of the study, problem statement, purpose of the study, specific objectives, research questions, justification of the study and significance of the study.

1.2 Background of the study

Mittal et al. (2023) define customer satisfaction as a overall evaluation made by customers after they have used a product or service. Customer satisfaction in hotels is generally defined as the match between guests' expectations before arrival and their evaluation of services and facilities after the stay (Katsitadze, Kharadze, & Giorgobiani, 2025). According to Nobar and Rostamzadeh (2018), high satisfaction leads to repeat visits, positive word-of-mouth, stronger brand power, and higher profitability, while dissatisfaction can damage hotel reputation and revenues, especially in the era of online reviews. The above triggered hotels invest heavily in measuring satisfaction through surveys, comment cards, and increasingly through large-scale analysis of online ratings and textual reviews (Pizam, Shapoval, & Ellis, 2016). Li, Ye and Law (2013) opine that determinants of customer satisfaction differ between luxury and budget properties, full-service versus limited-service hotels, and across guest segments and nationalities. According to Aryal, Dangol and Pradhan (2023) transportation convenience, location, food and beverage quality, cleanliness, room attributes, staff service, and value for money shape satisfaction or dissatisfaction.

Achieving customer satisfaction in hotels is affected by several operational and human-resource challenges as shown by several researchers in the hospitality sector. Adebare and Dolapo (2025) noted that there is difficulty in maintaining consistent high service quality since hotels are struggling with staff shortages and high employee turnover which make it hard to deliver the personalized attention and efficient service that guests expect. According to Rashid (2023) the rapid evolution of customer expectations, fueled by digital platforms and comparison tools, demands hotels to constantly upgrade skills and service standards; failure to evolve with these expectations can result in perceptions of poor value and disappointing experiences. Jackson (2025) observed that operational bottlenecks such as inefficient reservation systems, and inadequate amenities can exacerbate guests' frustrations and reduce

overall satisfaction scores. Also, cleanliness and comfort issues are a persistent challenge which can disproportionately influence guest perceptions of service quality.

In Gulu City and Bomah Hotel Limited specifically, customer satisfaction is widely recognized as a critical determinant of business success, driven primarily by the perceived quality of service delivery. However, a potential disconnect exists in the hotel; the expectations of this new, globalized customer are not being fully met by the hotel. Most of the staff lack of formal training in customer service, modern hotel management, and digital literacy. Gulu still faces recurrent challenges with utilities like water and electricity which affects the operation of the hotel. The study then aims to investigate how service quality influence customer satisfaction, so as to provides the hotel management with the empirical evidence needed to refine their services hence growth of the hotel.

1.3 Problem Statement

The hotel industry is a key contributor to the economic development of a country (Kamboj & Rahman, 2023). However, Bomah hotel limited faced service delivery challenges, which translates into dissatisfaction of customers. The hotel employs many relatives, yet they have limited formal training in hospitality. Bomah still has challenges with utilities like water and electricity limiting services that might requires such utilities. This leads to cases of cancelation of bookings. Studies have suggested service quality for achievement of customer satisfaction. However, there is limited empirical evidence specifically examining how service quality dimensions influence customer satisfaction among hotels in Gulu City. This study sought to investigate the influence of service quality on customer satisfaction in Bomah hotel to provide a context-specific evidence and guide hotel managers on which service elements strongly drive satisfaction locally.

1.4 Purpose of the study

The purpose of the study was to establish the relationship between service quality and customer satisfaction of Bomah hotel limited.

1.5 Specific Objectives

- i. To examine customer satisfaction in hotels.
- ii. To examine services quality in hotels
- iii. To establish the relationship between service quality and customer satisfaction in hotels.

1.6 Research question

- i. What is the level of customer satisfaction in hotels?
- ii. What are the service quality perimeters in hotels?
- iv. What is the relationship between service quality and customer satisfaction in hotels?

1.7 Justification of the study

The hotel industry is a key contributor to the economic development of a country (Kamboj & Rahman, 2023). Existing literature firmly establishes that service quality is a fundamental driver of customer satisfaction in the hotel sector (Kamboj & Rahman, 2023; Rasheed et al., 2023). However, there is lack of empirical evidence specific to Gulu on service quality and customer satisfaction. Opiyo (2022) noted that business strategies in post-conflict Northern Uganda must be context-sensitive to be effective. A one-size-fits-all approach to service quality, based on models from other regions, is therefore inadequate. Opiyo (2022) asserts that because of unique socio-cultural and economic context of Gulu and Northern Uganda at large, he suggests that the drivers of customer satisfaction in Gulu may differ from those in more established tourist destinations in Uganda, hence study should be undertaken in the context of Gulu. This lack of localized insight on service quality and customer satisfaction constitutes a pressing need for this study. Hence, this study on service quality and customer satisfaction in Bomah hotels.

1.8 Significance of the study

The study finding is hoped to provided significant insights for the hospitality stakeholders looking to establish focused strategies for improving quality of services offered by hotel and subsequently achieving customers satisfaction in an increasingly competitive environment.

The research findings may act as a body of knowledge on service quality and customer satisfaction. It can be a source of information for other academia that would be interested in researching on service quality and customer satisfaction.

This study may be helpful to policy makers in developing and implementing more effective policies to guide the operations of hotels in the country.

This study will also help the researcher in attaining Bachelor degree since it is a partial fulfilment of the requirements for the award of Degree in Hospitality.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides a comprehensive review of the literature related to relationship between service quality and customer satisfaction. The literature review is organized around the study objectives, which includes reviewing literature on customer satisfaction, services quality and relationship between service quality and customer satisfaction. The literature review will then be concluded by summary of literature review.

2.2 Customer satisfaction

Guido (2015) customer satisfaction is basically the judgment a consumer makes in relation to his/her sense of fulfillment related to his/her choices about the purchase and use of specific products and services. Chand (2025) define it as the extent to which a firm's products or services meet or exceed customer expectations, generating a pleasurable "fulfilment response" after use. Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure regarding meeting consumer consumption needs (Sugeng, 2016). Srivastava & Kumar (2021) customer satisfaction in hotels is typically defined as guests' post-stay evaluation of how well the hotel's services, facilities, and overall experience met or exceeded their expectations. Srivastava & Kumar (2021) asserted that it is central to hotel performance because satisfaction drives repeat visits, positive word of mouth, and revenue, especially in a highly competitive and review-driven market. Pandiangan et al. (2024) added that satisfied guests are more likely to repurchase, recommend, and resist competitors.

According to Falatouri et al. (2024), customer satisfaction in the hospitality industry is a multifaceted construct shaped by various dimensions, including perceived cleanliness, location, service quality, and value. As a critical determinant of business success, these factors significantly influence guests' decisions, loyalty, and willingness to recommend the establishment. Similarly, De Oliveira-Cardoso, Martínez-González & Álvarez-Albelo (2025) noted that satisfaction arises when the actual stay (e.g., cleanliness, safety, location, price fairness) matches or surpasses what guests anticipated. Samad et al. (2023) added that customer satisfaction is central performance indicator because it shapes repurchase, word-of-mouth, and the long-term customer–firm relationship

Girsang & Faadhil (2025) asserted that satisfying consumer needs is the desire of every company and it is the essential factor for the company's survival, satisfying consumer needs which results to increase competitive advantage. They revealed many factors influencing consumer satisfaction includes; product quality, service quality, price, warranty, and emotional and perceived security. In addition, Li et al. (2020) observed that in hotels, performance and excitement attributes have asymmetric effects on satisfaction, and their salience differs by hotel category and guest origin. Inoni (2025) used SERVQUAL in his study and found that tangibles, reliability, responsiveness, assurance, and empathy are key determinant of customer satisfaction. In addition, Sugeng (2016) suggested that customer satisfaction can be created through quality, service, and value which results in customer loyalty.

Pimić, Dukić & Krsmanović (2023) demonstrated that high-quality interpersonal interactions attentive staff, prompt problem resolution, feeling safe and cared highly determine customer satisfaction than physical facilities. Anderson (2025) pointed that responsiveness to guest requests and the emotional care shown by employees fosters positive guest experiences, which subsequently enhance satisfaction and encourage repeat business. Esser (2026) indicated that personalized experiences such as tailored services and attention to individual needs significantly elevate satisfaction, especially when aligned with emotional engagement during the guest's stay. Hotels that successfully create memorable experiences through personalization, comfort, and environmental atmosphere tend to see improved satisfaction scores and stronger guest loyalty

Talukder (2018) asserts that in a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. If the performance of a business or hotel is below expectations, it dissatisfied customers, if the performance meets expectations, then the customer is satisfied, if the performance exceeds expectations, then the customer is very satisfied or happy (Kotler, 2019). Customer satisfaction is therefore the result of consumers being fully content with the general experience of a purchase, which includes the service quality among other aspects of the purchasing experience (Bengtsson, Hertzberg & Rask, 2020).

On the other hand, Keiningham et al. (2014) argue that even though consumers might be satisfied with the services and products that are available, that does not necessarily mean that it will lead to an increase in consumer spending. They claimed that businesses do not always obtain a positive return on investment if they increase their funds for customer satisfaction.

Instead, the effect of an increased spending concerning customer satisfaction often leads to a return on investment that is generally small or sometimes even negative. According to Keiningham et al., (2014), reported that what is the most beneficial for a company in terms of customer satisfaction is how their consumers rank their customer satisfaction approaches compared to that of their competitor's. However, Pandiangan et al. (2024) highly recommended strive toward customer satisfaction since it results to long-term competitiveness of a particular hotel.

2.3 Services quality

Service quality is defined as “the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed” (Şahin et al., 2012). Service Quality is a way of companies that try to make continuous quality improvements to the processes, products, and services produced by the company Dimensions or indicators of Service Quality is the more quality of service provided by the company then the satisfaction felt by customers will be higher, and vice versa (Marnovita, 2020). Service quality in hotels is usually conceptualized as the gap between what guests expect and what they perceive they actually receive across dimensions such as tangibles, reliability, responsiveness, assurance, and empathy, as operationalized in the SERVQUAL model (Alauddin et al., 2020). Studies emphasize that these dimensions together shape how guests perceive service quality, influencing not only satisfaction but also competitive advantage for hotels (Hinojosa-Yzarra et al., 2023).

Singh (2019) have noted that service quality is relevance to a business. Nihayah et al. (2021) service quality contributes to competitive advantage, profits, increased markets share, return on investment, customer satisfaction and future purchasing intention. Parasuraman et al. (2005) opined that the key strategy for the success and survival of any business is to deliver quality services to the target market. When firms provide high service quality, it increases efficiency in service delivery, leading to an increase in business's profitability. In addition, the provision of quality services might result in repeated purchases and extended positive word of mouth (Taherikia & Shamsi, 2014).

Service quality has becomes a critical element of success in business because customer contact is one of the most important business processes (Lambert, 2010). Service quality has been demonstrated to lead to considerable benefits for firms, such as increased profits, reduced costs, and increased market share (Chakrabarty et al., 2008). Alzoubi et al. (2021) find that personal contact (responsiveness, empathy) and service performance (reliability, assurance) are critical

for perceived service quality and for converting guests into loyal customers. Similarly, Dewantara, Isma & Raharimalala (2025) highlighted that human-focused dimensions often have more influence on guest perceptions than physical amenities alone.

Zhao et al. (2025) asserted that while visual and functional cues like well-maintained infrastructure and seamless technology (e.g., mobile check-in, digital concierge) contribute positively to perceived quality, their impact is often moderated by how effectively frontline staff deliver service experiences. According to Olawuyi & Kleynhans (2025), the blend of high-tech and high-touch elements reflects the current evolution of service quality in hospitality, where consistently reliable and empathetic human service is reinforced by efficient operational systems. In relation to the above, Chidaushe, Shine & Sebastian (2025) revealed that hotel service quality is significantly and positively correlated with assurance, responsiveness and the tangibles. They recommended that hospitality managers should channel resources towards appealing hotel artefacts, as well as providing reasonable assurance and availing reliable timeous responsiveness to customer complaints.

Kumar (2024) observed that diminished service quality is linked to decline in customer loyalty. They added that each dimension of service quality has varying degrees of impact on customer satisfaction, so hotels should focus on the dimension that highly impacts customer satisfaction. Adetola and Adeosun (2024) identified hotel's accessibility, dependability, cleanliness, and friendly personnel as the critical elements that guests took into account. Furthermore, the research revealed a strong and adverse correlation between customer satisfaction with the services provided. Further, Wu, Wang & Ling (2021) observed that management systems (compensation and training), social systems, and individual traits are predictors of hotel internal service quality.

Hammanjoda et al. (2023) affirmed that hotel guests placed a high priority on service quality, and their impression of service quality was influenced by tangibles, staff competency, responsiveness, empathy, and reliability. According to Chiguvi & Gabasiane (2023) lack of skilled staff, lack of requisite infrastructure and inconsistent supply of quality goods among others are challenges faced by most hotels. They recommended that providing individualized services to consumers and resolving their problems increase guest satisfaction. Moreso, Sadick (2020) revealed that friendliness, hotel ambience, staff emotional stability, and responsiveness to client demands are key indicators of service quality. The study also found a direct link between staff services and room quality to guest satisfaction.

Garg et al. (2020) observed that the tangible aspects of accessibility, comfort and cleanness played a significant part in influencing perception of service quality in hotels in India. The intangible characteristics of responsiveness and empathy were noted as the most significant contributors towards hotel service quality. Li et al. (2020) found that whether hotel patrons are domestic or foreign visitors, their expectations of the quality of hotel services vary depending on their country of origin. They recommended that hotels should consider cleanliness, room, location, service, and value as vital features. Further, Musikavanhu (2017) recommended providing assurance to the customer regarding exactly when the service will be performed, helpfulness to customers, clean furniture, serving food at the right temperature and correct billing and smiling at customers since they highly result to customer satisfaction.

2.4 Empirical review

2.4.1 Relationship between service quality and customer satisfaction

Customer satisfaction refers to the level of fulfillment expressed by the customer after the service delivery process. Ali et al. (2021) conducted a study on the impact of service quality on customer satisfaction. The findings of the study showed the influence of different service quality dimensions on satisfaction level in Hotels. A quantitative approach was used to collect data. A random sampling method was used to sample the respondents. 111 participants were involved in this study. This study proved that four of service quality dimensions (empathy, responsiveness, assurance and tangible) have positive relation with customer satisfaction, except reliability had negative relation with customer satisfaction. Similarly, Purba et al. (2022) examine the relationship of service quality variables and their influence on customer satisfaction at hotels in East Jakarta. From the correlation analysis, the study found that the dimensions of service quality have a significant positive correlation with customer satisfaction, meaning that if the quality of service changes, the customer satisfaction is expected to increase as well.

Inshuti & Irechukwu (2024) also assessed the effect of service quality on customer satisfaction in selected hotels in Rwanda, a case study of Park Inn and Retreat Hotel. The findings showed that service quality positively influence customer satisfaction in the hotel industry. The research recommended that hotels need to invest in comprehensive training programs for staff to enhance their service skills, product knowledge, and interpersonal communication leading to the maximization of quality service. Furthermore, Said et al. (2025) examined factors that influence customer satisfaction towards the service quality offered by hotels in Langkawi. The research adopted descriptive analysis to analyze the relationship between service quality and

customer satisfaction provided by hotels that exist in Langkawi. The data was then analyzed by SPSS by using spearman correlation analysis and the study discovered that service quality influence customer satisfaction.

Masrul (2019) researched how service quality impacts customer satisfaction in Bangladesh's tourism industry. It utilized a 5-point non-comparative Likert scale to measure variables and included 28 questions, encompassing the 22 questions from the original SERVQUAL scale and additional ones for measuring customer satisfaction. Data was collected from 100 respondents through convenience sampling. Analysis was conducted using SPSS 22.0 software, including descriptive, regression, and correlation analyses. The findings establish a strong connection between service quality dimensions and customer satisfaction. This study can provide valuable insights to policymakers for comprehensive planning and strategy development to enhance tourist services, ultimately contributing to Bangladesh's overall tourism development.

Gopi et al., (2020) conducted a study that investigated how service quality in Malaysia's food truck industry impacts customer satisfaction and loyalty. It assesses how well food trucks meet customer needs using SERVQUAL attributes (tangibles, reliability, responsiveness, assurance, and empathy). The study sampled 100 randomly selected food truck customers. The results showed that service quality relates to customer satisfaction. Fida et al. (2020) studied the connection between service quality and customer satisfaction. Their study establishes a significant correlation between service quality and customer happiness, emphasizing the pivotal role of five key dimensions: responsiveness, tangibility, assurance, reliability, and empathy..

Slack et al., (2020) researched how service quality impacts customer satisfaction and loyalty in Fiji's supermarket sector, focusing on customer satisfaction as a mediator. Supermarket customers in four urban areas participated in a survey. However, the qualitative results showed that customers perceive supermarket service quality as unsatisfactory. But the correlation analysis results indicates that service quality significantly affects customer satisfaction and loyalty. Myo et al. (2019) delves into the connection between service quality, customer satisfaction, and customer loyalty at Novotel Yangon Max Hotel. The study sampled 400 randomly selected Novotel Yangon Max hotel customers. The study confirmed that service quality highly contribute to customer satisfaction.

Wei (2019) explored the link between service quality and customer satisfaction in the Omani luxury hotels. The study adopted a descriptive research design to determine the impact of

service quality on customer satisfaction and loyalty. Moreover, the study adopted quantitative research and used a survey questionnaire to collect the data and propose findings. Results concluded that service quality attributes had a potent influence on customer satisfaction and loyalty. Similarly, Al-Shidhani & Tumati (2021) investigated the impact of service quality on customer satisfaction of a hotel at Johor Bahru, Malaysia. This research selected ABC Hotel, Nusajaya as the target hotel. Data for this study were collected from a sample of 33 guests who stayed in ABC Hotel. The collected data was analyzed using Partial Least Squares (PLS-SEM) with SmartPLS. The findings revealed that three dimensions of service quality which are tangibility, assurance, and empathy positively influence customer satisfaction whereas, two dimensions of service quality which are reliability and responsiveness do not have a significant impact.

2.5 Summary of literature review

To understand how service quality impact customer satisfaction, the researcher reviewed several literatures on customer satisfaction, service quality and the relationship between service quality and customer satisfaction. Out of the literature review, most of the scholars agreed that service quality and customer satisfaction. However, from the literatures reviewed, there also existed some gaps; most of the consulted work were done in developed nation with robust equipment and technologies and only some few done in developing nation like Uganda therefore creating contextual gaps. Some of the reviewed literature used secondary data to draw conclusion yet this study intent to collect primary data, hence creating methodological gap. Their study therefore intent to bridge these gaps.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter covers the methods that were used during the study. The chapter presents the research design, target population, sample size, sampling technique, data collection method, data collection instruments, reliability and validity of the instruments, data analysis, limitation of the study, and ethical consideration.

3.2 Research design

The study used mixed method designed (quantitative and qualitative approach). The researcher utilized this method since it can help her gain a more complete picture than a standalone of either quantitative or qualitative study (George, 2023). Rahman (2016) using qualitative approach helps in eliciting deeper insights and interpreting a topic while quantitative approach help in gathering data from a larger sample, and do not require relatively a longer time for data collection. The researcher executed qualitative approach through interviewing the study key informants, whereas quantitative approach was executed through administering questionnaire to respondents.

3.3 Study population

Hu (2014) study population refers to a subgroup of the larger target population from which the sample is specifically chosen. The study population will be 80 respondents, comprising the General manager, Assistant manager, head of Sectors, staffs and customers of Bomah Hotel. The study population was chosen since they have detail knowledge on the various service offered by Bomah Hotel Limited, therefore giving necessary information required for the study.

3.4 Sample size determination

Jeffrey et al. (2015) define sampling as the process of collecting a representative sample of people, documents, forms and records. According to Sekaran (2004) sample size more than 30 is appropriate for most studies. The sample size was 66 drawn from a population of 80 respondents.

Table 3.1 Shows category of population, population and sample size

	Scale/grade	Population	Sample size
1	General manager	1	1
2	Assistant manager	1	1
3	Head of Sectors	8	8
4	Staffs	35	28
5	Customers	35	28
	Total	80	66

Source: Office of the general manager Bomah Hotel

3.5 Sampling techniques

Purposive and simple random method of sampling were employed in the study as discuss below.

3.5.1 Purposive sampling

Purposive sampling is a non-probability sampling technique in which units are selected because they have characteristics that you need in your sample (Nikolopoulou, 2022). Under this technique, the researcher used her judgement to select general managers, assistant manager, and heads of sectors as she believes that they have detailed information in relation to the topic being studied. This sampling technique was considered since it selects samples based on their ability or position to explain a concept or phenomenon.

3.5.2 Simple random sampling

Creswell & Creswell (2018), simple random sampling is when every individual in the population has an equal opportunity of being selected. Simple random sampling was considered since it minimizes biasness and gives equal opportunities to every member of the target population. The researcher got the list of staff in the different sectors/departments and frequent customers and then selected them randomly until they reached the required sample size basing on their willingness to participate in the study.

3.6 Data collection methods

The study used questionnaire survey, and interview as data collection methods to collect both qualitative and quantitative data.

3.6.1 Questionnaire survey method

Bryman (2016) refers to questionnaire survey as a data collection method in which structured sets of questions are administered to a sample of respondents to gather quantitative or qualitative information on opinions, behaviors, or characteristics of a population. According to Russell (2011) this method gives freedom to the respondents to answer without fear of victimization. The researcher developed a questionnaire that comprised both open ended and closed ended questions in line with the study variables. The questionnaires were distributed to staffs in the different sectors/departments and frequent customers.

3.6.2 Interview method

An interview is a qualitative research method used to collect primary data through conversation between an interviewer and an interviewee (George, 2022). According to Saunders et al. (2016), interviews provide detailed data, which may not possibly be obtained with the aid of the questionnaire. The researcher conducted a face-to-face interview with general managers, assistant manager, and heads of sectors with the help of interview guide. The method was chosen since it provides opportunity to knowledgeable individuals to share their opinion on a topic to help formulate recommendations.

3.7 Data collection instrument

The study utilized questionnaires and interview guide to collect data during data collection.

3.7.1 Questionnaire

Kothari (2014), questionnaire is a formulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives. The questionnaire comprised both open ended and closed ended questions according to the study variables. The question comprised two sections; Section A contained the background information of the respondents and Section B comprised question in relation to the study objectives. The questionnaire was considered since it allows collection of enormous amounts of data in short time. The questionnaires are distributed to staff in the different sectors/departments and customers.

3.7.2 Interview guide

Interview guide contains a summary of the subjects the interviewer intends to discuss during interview (Menzies, Williams, & Zimmermann, 2016). The interview guide contained open-ended questions which enabled the researcher to obtain opinions and views of the key informants on the study topic. Through the open-ended questions, researchers were able to probe for more responses in connection with the questions being posed to the key informants. The interview guide contained questions which are aligned to the specific objectives of the study.

3.8 Validity and reliability

3.8.1 Validity

Kothari (2010) defines validity of instruments as the degree to which the instruments determine what they are supposed to measure, and the study findings can accurately be interpreted. The validity of the instrument was established by giving the instruments to three experts in the hospitality field. They evaluated the relevance of each question in the instrument in line with the study objectives and the researcher only considered the questions they rated relevant.

3.8.2 Reliability

Chiang (2015), reliability refers to the consistency of a measure. The researcher measured the reliability of the data collection instruments quantitatively using Cronbach's Alpha Coefficient. The Cronbach's alpha coefficient was computed using SPSS software. The researcher considered the variables with an alpha coefficient exceeding 0.7 since it is within the accepted range according to Amin (2003). In addition, the researcher pre-tested the tools by conducting a pilot study in two hotels in Gulu city apart from Bomah Hotel and it was realized that the tool gave consistent answer. Some minor inconsistencies were detected and the researcher made adjustment before actual data collection.

3.9 Data Analysis and Presentation

3.9.1 Quantitative data analysis

The researcher analyzed quantitative data using Statistical Package for Social Sciences (SPSS). The quantitative data was analyzed using both descriptive analysis and inferential analysis. Descriptive analysis involved generation of frequency distribution tables and percentages which were then interpreted. Inferential analysis comprised performing correlation and

regression analysis to show the level of relationships between service quality and customer satisfaction. The results were then presented on the table and interpreted in text format.

3.9.2 Qualitative data analysis

Data that was obtained through open ended question in the questionnaire and through interview were qualitatively analyzed using content analysis. This comprised of arranging the qualitative data systematically and then typing them into text format. The researcher systematically analyzed the content of the typed responses. After, the researcher identified patterns, themes/meanings within the data to draw conclusion. The results were then presented in a narrative form to show the major study findings.

3.10 Limitation of the study

- Some respondents considered the study a waste of time since the researcher do not give financial rewards after filling the questionnaire. Additionally, some respondents delayed to return the filled questionnaire given to them. This caused some delay in the process of data collection.
- The researcher also faced difficulty in collecting data from key informants as reaching them for interview was hard, yet they hold key information.
- The researcher failed to retrieve some of questionnaires from some respondents. Also, some respondents were biases in answering the question. They only gave positive answers even in areas where there seems to be gap.

1.11 Ethical consideration

Ethical considerations is paramount in this study. Below are some of the ethical issues that were considered.

Informed consent and voluntary participation are the process by which a person voluntarily chooses whether to participate in research or not. The researcher obtained verbal consent from respondents before giving questionnaires or interviewing them.

Anonymity: this is keeping secret by not identifying the identity of the respondent. The researcher removed all the identifying information (like names or title) from the data that were collected.

Honesty: is the commitment to truthfulness, accuracy, and integrity throughout the research. The researcher ensured that the responses from the participants were not altered.

Confidentiality: this is when information is restricted to those authorized to have access to it. The researcher restricted access to confidential data to only statisticians who performed the quantitative analysis.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.1 Introduction

This chapter covers the response rates and the background information of respondents, which was analyzed using frequency tables and percentages. The chapter presents and discusses the study findings and the interpretations of the study variables.

4.2 Response Rate

This section displays the study's response rate. As shown in Table 4.1 below, a response rate is calculated by dividing the total number of respondents in the sample size by 100 and dividing that number by the number of respondents who participated in the study.

Table 4. 1 Respond rate

S/N	Category of respondents	Target	Actual response	%	Tool
1	General Manager, Assistant manager and Head of Sectors	10	8	80%	Interview guide
2	Staff and customers	56	51	91%	Questionnaire
	Total/Average	66	59	89%	

Source: Primary data

The above Table 4.1 shows the response rate of 89%. The response rate is acceptable since it highly exceeds the accepted threshold of the 70% according to Amin (2005) for survey response rate. The high response rate is attributed to code of conduct of the researcher.

4.3 Background Information of Respondents

The background information of the respondents was studied since it enables researchers to assess the representativeness of the sample, identify potential biases, and ensure that findings can be generalized to broader populations (Holtom et al., 2022). The findings are as shown in Table 4.2 below.

Table 4. 2 Background information of the respondents

Background	Category	Frequency	Percentage (%)
Gender	Male	22	43.1%
	Female	29	56.9%
Age of respondents	20-30 years	18	35.3%
	31-40 years	15	29.4%
	41-50 years	12	23.5%
	51-60 years	4	7.8%
	60 and above	2	3.9%
Education Background	Secondary	4	7.8%
	Certificate	8	15.7%
	Diploma	10	19.6%
	Degree	23	45.1%
	Masters	6	11.8%
Category of respondent	Staff	24	47.1%
	Customers	27	52.9%

Source: Primary data

The findings indicate that majority 56.9% of respondents were female, while 43.1% were male. The finding shows a balance in the gender representation. This implies that the study findings are not dependent toward the experiences or opinions of a single gender but for both, hence making the study finding more complete.

In terms of age distribution, most of respondents were aged 20–30 years, accounting (35.3%). This was followed by those aged 31–40 years (29.4%), and 41–50 years (23.5%). A smaller proportion fell within 51–60 years (7.8%), while only 3.9% were aged 60 years and above. The study finding means that majority of the people who are engaged in the hospitality sector are younger. The finding further means that hospitality sector mostly employs active, working-age individuals.

Regarding educational attainment, the majority of respondents hold a degree qualification (45.1%), followed by diploma holders (19.6%) and certificate holders (15.7%). Those with a master’s degree constituted 11.8%, while respondents with secondary education accounted for 7.8%. This indicates that most participants were well educated, hence, they can provide informed and reliable responses, thereby strengthening the quality of the data collected.

The above table shows that 52.9% of the study participants were customers, while 47.1% were staff members. This fairly balanced distribution ensures that the study incorporated perspectives from both service providers and service recipients. The slightly higher proportion of customers suggests that the findings may lean more toward customer experience and

perceptions, which is particularly important in studies focusing on service quality or customer satisfaction.

4.4 Empirical Findings

Descriptive analysis was done on the study variables, service quality and customers satisfaction. Tables which comprised frequencies and percentage were generated for easy visualization to readers and further interpreted in text form.

4.4.1 Service quality

View of respondents were sought on service quality, Table 4.3 presents a summary of their views in frequencies and percentages.

Table 4. 3 Descriptive Result on service quality

Statements		Frequency	Percentage (%)
1) How would you describe your overall experience with the service quality at Bomah Hotel?	Excellence	16	31.4%
	Good	35	68.6%
	Not good	0	00%
2) What is your experience with the check-in and check-out process at Bomah Hotel?	Good	48	94.1%
	Not good	3	5.9%
3) How satisfied are you with the cleanliness and maintenance of room and other hotel facilities?	Very satisfied	21	41.2%
	Satisfied	28	54.9%
	Not satisfied	2	3.9%
4) There is quality and timeliness in room service and housekeeping at Bomah Hotel?	Yes	46	90.2%
	No	5	9.8%
5) Is the hotel's food and beverage services good that influence your overall perception of service quality?	Yes	47	92.2%
	No	4	7.8%
6) How effectively does the hotel staff handle requests, questions, or complaints?	Very Effective	43	84.3%
	Not Effective	8	15.7%

Source: Primary data

Table 4.3 above indicates that majority of respondents rated their overall experience as “Good” (68.6%), while 31.4% rated it as Excellent and non rated the service as “Not good.”. This indicates a highly positive perception on the overall service quality at Bomah hotel. With 100% of respondents giving favourable ratings, the study suggests that the hotel consistently meets or exceeds customer expectations.

One of the key informants supported the above finding by stating that;

“We as management team of hotel always seek feedback from some selected customers, almost 80% of them noted that we meet their expectation. The few who noted that we did not meet their expected are always ask to give their suggestion which also help has to address areas where there are gaps”.

On statement that how the hotel staffs meet or fail to meet expectations of customers; some of the respondents noted that;

“The hotel met my expectation by attending to me quickly during check-in, check-out, room service, and complaint handling”.

“The staff are so polite, well-groomed, respectful, and they always maintain positive communication with guests”.

One of the customers stated that;

“The hotel did not meet my expectation especially on some unnecessary charges and when asked to explain the staffs failed to clearly explain the charges”.

Further, an overwhelming 94.1% of staffs and customers who participated in the study described the check-in and check-out process as good, while only 5.9% rated it as not good. This suggests that the front office operations are efficient and customer-friendly. The small percentage of dissatisfaction may point to occasional delays or procedural issues, but overall, the process appears to be smooth and well-managed.

Regarding customers experience when checking-in or checking-out; some of the customer pointed that;

“My check-in and check-out experience at Bomah Hotel was smooth and fast. The staff were welcoming, and the process was well organized without unnecessary delays”.

“I found the front office team very professional and efficient. They explained everything clearly during check-in, and check-out was completed quickly with accurate billing”.

“The process was convenient and customer-friendly. I did not experience any complications, and the staff were polite and responsive to my questions”.

A key informant during interview added to the above by saying;

Our check-in and check-out steps are precise which makes it simple for guest to check-in or check-out. The front desk is open 24 hours which allows any guest to check-in at any time. there is also email and telephone which guest can email or call and responded to very fast.

Regarding cleanliness and maintenance of rooms and facilities, table 4.3 indicates that 54.9% of respondents were satisfied, and 41.2% were very satisfied, while only 3.9% were not satisfied. This shows that both staffs and customers of the hotel are satisfaction with the level of cleanness which is a critical determinant of hotel service quality. The findings mean Bomah Hotel ensured high level cleanliness.

A key informant agreed with the above finding by saying;

At Bomah Hotel, we prioritized cleanness, from the compound to the various facilities and equipment including room facilities. We have a laundry with modern machine, our beddings, window curtains among other are washed thoroughly.

Concerning room services, 90.2% of respondents agreed that there are quality and timeliness in room service and housekeeping, while 9.8% disagreed. This finding implies that room service and housekeeping as prompt and reliable. However, the nearly 9.8% negative response suggests there may be minor delays or inconsistencies in room/house keeping services.

On whether food and beverage services are of quality, significant 92.2% of respondents confirmed that the hotel’s food and beverage services are good which positively influence their overall perception of service quality, while only 7.8% disagreed. This demonstrates that food and beverage services are a strong contributor to customer satisfaction at Bomah Hotel and this strengthens the hotel’s competitive position.

Table 4.3 further shows that majority of respondents (84.3%) rated staff effectiveness in handling requests and complaints as very effective, while 15.7% rated it as not effective. This indicates strong customer service and responsiveness among hotel staff. Effective complaint

handling is essential for customer retention and loyalty. However, the 15.7% negative feedback suggests some isolated cases where complains have not be responded to in time.

Some key informants added to the above finding by pointing that;

We have a team of about six staff who are tasked with handling customer service. They are trained in customer care there making them very effective when handling request or complaints.

On statement that, “What suggestions would you offer to Bomah Hotel to improve its service quality in the future”, some of the respondents said;

“Conduct regular training sessions in customer care, communication skills, and complaint handling to ensure consistent professionalism and responsiveness across all departments”.

“Increase staffing levels or improve shift scheduling during busy periods to minimize delays in check-in, check-out, room service, and restaurant services”.

“Continue prioritizing cleanliness, routine maintenance, and periodic upgrades of rooms and facilities to sustain positive guest experiences”.

“Strengthen internal verification systems to reduce billing errors and ensure a faster, smoother checkout experience for guests”.

4.4.1 Customer satisfaction

View of respondents were sought on Customer satisfaction, Table 4.4 presents a summary of their views in frequencies and percentages.

Table 4. 4 Descriptive Result on customer satisfaction

Statements		Frequency	Percentage (%)
1) How would you describe overall product or service of Bomah Hotel?	Excellence	15	29.4%
	Good	36	70.6%
2) What aspects of service do you find most satisfying	Reliability	32	62.7%
	Responsiveness	13	25.5%
	Assurance	3	5.9%
	Empathy	1	2.0%

	Tangibles	2	3.9%
3) Have you experienced challenges or difficulties while using product or interacting with our staff of Bomah Hotel?	Yes	12	23.5%
	No	39	76.5%
4) What factors influence customers' decision to continue going back to Bomah Hotel?	Cleanliness	23	45.1%
	Comfort	16	31.4%
	Value for money	2	3.9%
	Location and Accessibility	3	5.9%
	Safety and security	6	11.8%
	Food and Beverage Quality	1	2.0%
5) Are you satisfied with the various services offered by Bomah Hotel?	Yes	49	96.1%
	No	2	3.9%
6) Hotel staff effective handle requests, questions, or complaints?	Very Effective	42	82.4%
	Not Effective	9	17.6%
7) How do you feel about the professionalism of the customer support team of Bomah Hotel?	Very good	16	31.4
	Good	32	62.7
	Not good	3	5.9%

Source: Primary data

Table 4.4 above shows that majority of respondents rated the overall products and services as good (70.6%) and 29.4% rated it as excellent. The findings indicates that all the respondents agreed that the services offered by Bomah are of quality. The study suggests that Bomah Hotel consistently meets customer expectations hence customer satisfaction.

A key informant added to the above quantitative finding that;

We always seek feedbacks from our customers and it has always been positive. Customers from both the NGO world, government and even companies have been appreciating our products and services. This is proved by they organizing workshops continuously in Bomah Hotel.

Some of the customer also stated that;

“The overall product and service at Bomah Hotel are very good. The staff are professional, the rooms are clean, and the environment is comfortable.”

“The services offered are reliable and consistent. From check-in to check-out, everything is handled efficiently and professionally.”

“Overall, the hotel provides good services, however, I have experience delay of service during busy periods when many workshops are being conducted at the hotel.”

On the most valued aspect of the services, reliability was the most valued aspect. This suggests that customers appreciate consistency and dependability in service delivery at Bomah Hotel. Responsiveness was the second most cited factor, indicating that Bomah Hotel Limited offers prompt service and their staffs are willing to assist customers.

On aspects of service that is most satisfying, some of the customers noted that;

“I find the cleanliness of the rooms and hotel environment most satisfying. The facilities are always neat and well maintained.”

“I am most satisfied with the responsiveness of the staff. They attend to requests quickly and are always willing to help.”

“The reliability of the services impresses me most. What is promised is delivered consistently without inconvenience.”

On whether customers always experience of challenges, most of the study participants (76.5%) indicated that they had not experienced any challenges, whereas 23.5% reported that they had. The study results shows that most customers interact with the hotel without significant problems. The study further suggests that customers in some cases have had issues with the either staffs for example delay by staffs or giving wrong bills. This calls for closer attention to customer concerns.

One of the key informants added to the above finding by saying that;

Like any business, there are challenges, however, our strength is in immediate respond in case of challenge of issues. We have a system for monitoring risk; this helps us to identify risk at an early stage and find a way to mitigate.

One of the customers also noted that;

I have ever had challenges with my toilet system; there was flooding in the washroom. Even if there was delay, they responded and fixed it.

Relating to factors that influencing customers to return, cleanliness accounted for 45.1%, followed by comfort (31.4%), and the safety and security (11.8%). Location and accessibility accounted for 5.9%, value for Money (3.9%) and food and beverage quality (2.0%). From the finding, cleanliness emerged as the most influential factor, confirming its critical role in the hospitality industry. Comfort was also highly valued, indicating that customers prioritize a pleasant and relaxing environment. Safety and security ranked third, emphasizing the importance of guests feeling protected. The finding implies that customers always prioritize experience-related factors over price considerations.

On the overall satisfaction with services offered by Bomah Hotel, overwhelming 96.1% of respondents indicated they were satisfied with the services offered, while only 3.9% were not satisfied. This demonstrates a very high satisfaction rate and reinforces earlier findings that Bomah Hotel delivers services that meet or exceed customer expectations.

The hotel has suggestion books together with other means where we ask for customers feedbacks. Most of our customers have given us positive feedbacks meaning they are satisfied with the hotel services.

Regarding sharing a specific experience that significantly influenced level of satisfaction with Bomah Hotel.

Some customer stated that:

“During my last stay, I arrived late at night and the check-in process was handled quickly and professionally. The staff were welcoming, which immediately made me feel comfortable and satisfied.”

“I once had an issue with my room booking, but the front desk staff resolved it promptly and even upgraded my room. That experience greatly increased my satisfaction.”

“On one occasion, I experienced a delay in receiving my order, which slightly reduced my satisfaction. However, the staff apologized and handled the situation professionally.”

Regarding staff effectiveness when handling requests or complaints, a large portion (82.4%) rated staff as “Very Effective”, while 17.6% rated them as “Not Effective”. These results show

strong performance in customer service and complaint handling. The study also suggest that some staffs aren't that good when it comes to handling requests especially i the peaks hous or seasons.

Concerning professionalism of customer support team, 94.1% of the respondents agreed that customer support team are professional. This means that the customer support team perfectly do their works. The study also suggests occasional lapses in communication, courtesy, or service standards since there is some small percentage of negative responses.

On suggesting ways to enhance customer satisfaction in Bomah Hotel, some of the respondents pointed that:

“Improve efficiency at the front desk, restaurant, and room service especially during peak hours to reduce waiting time.”

“Provide regular training to the staffs on communication skills, professionalism, and complaint handling to maintain consistent service standards.”

“Recognized frequent customers with discounts or special offers. This can increase satisfaction and encourage return visits.”

4.5 Correlation analysis

4.5.1 Relationship between service quality and customer satisfaction

To establish whether service quality relates to customer satisfaction, the researcher used Pearson correlation coefficient (r) to evaluate. Results are presented in the Table 4.5.

Table 4. 5 Correlation on service quality and customer satisfaction

Correlations			
		Service quality	Customer satisfaction
Service quality	Pearson Correlation	1	.584**
	Sig. (2-tailed)		.000
	N	51	51
Customer satisfaction	Pearson Correlation	.584**	1
	Sig. (2-tailed)	.000	
	N	51	51

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data

The Pearson correlation coefficient in above Table 4.5 indicates a positive relationship between service quality and customer satisfaction at Bomah Hotel Limited ($r=.584^{**}$). The finding means service quality positively influence customer satisfaction. The findings also shows that the relationship between service quality and customer satisfaction is statistically significant. The study then affirmed that there is statistically significant relationship between service quality and customer satisfaction in Bomah Hotel Limited.

In addition, the researcher conducted regression analysis to establish the extent to which service quality (predictor/independent variable (IV)) influences customer satisfaction (dependent variable (DV)). Findings are presented in the Table 4.6, 4.7 and 4.8, accompanied by analysis and interpretation.

Table 4. 6 Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584 ^a	.341	.327	.26131
a. Predictors: (Constant), Service quality				

Source: Primary data

Findings presented in the above Table 4.6 shows an Adjusted R Square of $=.327$ between service quality and customer satisfaction in Bomah Hotel. The Adjusted R Square means that service quality accounts for customer satisfaction in Bomah Hotel by 32.7%.

Table 4. 7 The ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.730	1	1.730	25.341	.000 ^b
	Residual	3.346	49	.068		
	Total	5.076	50			
a. Dependent Variable: Customer satisfaction						
b. Predictors: (Constant), Service quality						

Source: Primary data

The above table shows whether the regression model was significant enough to determine result. The estimated level of significance (p-value) must be less or equal 0.05 to determine if the model is significant. The result in the above table shows p-value of 0.000 (sig. = 0.000^b). This means that service quality is statistically significant to customer satisfaction in Bomah Hotel.

Table 4. 8 The coefficients of the regression analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.583	.204		2.857	.006
	Service_quality	.787	.156	.584	5.034	.000

a. Dependent Variable: Customer satisfaction

Source: Primary data

The above table shows a positive influence of service quality on customer satisfaction in Bomah Hotel Limited ($\beta = .584$). So, the above implies that every unit of service quality positively impact customer satisfaction by .584. In other word, it means that any activity toward service quality by Bomah Hotel positively contribute to customer satisfaction in Bomah Hotel.

CHAPTER FIVE: SUMMARY, DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction

The chapter presents the study summary and conclusion out of the findings. The chapter also presented the recommendations to be taken by the management of Bomah Hotel Limited.

5.2 Summary of the findings

This section presents a summary of the study findings in line with the study objectives.

5.2.1 Service quality

The first objective of the study was to examine service quality in Bomah Hotel. The findings reveal a positive assessment of service quality at Bomah Hotel, with respondents rating their overall experience as either good or excellent, check-in and check-out process was widely regarded as efficient, cleanliness levels were rated as satisfactory and room service, housekeeping, as well as food and beverage services received strong approval ratings. The implies that Bomah Hotel consistently delivers quality services that meet customer expectations.

5.2.2 Customer satisfaction

The second objective of the study was to examine customer satisfaction in Bomah Hotel Limited. The findings indicate that Bomah Hotel maintains a high level of service quality which results to customer satisfaction, with respondents rating its products and services as either good or excellent, their services are reliable and clean environment influencing repeat visits.

5.2.3 Relationship between service quality and customer satisfaction

The third objective of the study was to establish the relationship between service quality and customer satisfaction in Bomah Hotel. Both the correlation and regression analysis result showed a positive and statistically significant relationship between service quality and customer satisfaction at Bomah Hotel Limited. The finding therefore implies that service quality highly contributes customer satisfaction.

5.3 Conclusion

Out of the study findings, the study concludes that;

5.3.1 Service quality

The first objective of the study was to examine service quality in Bomah Hotel. The study found that Bomah Hotel consistently delivers quality services that meet customer expectations. Based on the above statement, it is then concluded that Bomah Hotel deliver quality service to its customers which triggered them to frequently visit the hotel.

5.3.2 Customer satisfaction

The second objective of the study was to examine customer satisfaction in Bomah Hotel Limited. The study found that Bomah Hotel maintains a high level of service quality which results to customer satisfaction. Out of the above statement it is concluded that there is high customer satisfaction among the customers and even staff of the hotel which comes as a result of the quality service delivered by the hotel.

5.3.3 Relationship between service quality and customer satisfaction

The third objective of the study was to establish the relationship between service quality and customer satisfaction in Bomah Hotel. The study found a positive and statistically significant relationship between service quality and customer satisfaction at Bomah Hotel Limited. Based on the findings, the study then concluded that high service quality offered by the hotel significantly result to customer satisfaction.

5.4 Recommendation

Out of the study findings, the following recommendations are therefore presented.

5.4.1 Service quality

Management should conduct regular training programs focused on customer care, complaint handling, communication skills, and time management. The refresher training help ensure consistent professionalism, responsiveness, and reliability across all departments.

Since cleanliness and comfort were identified as the main element of service quality that influence repeat visits, management should prioritize regular inspections, and timely upgrades of rooms and facilities. The hotel should invest in modern housekeeping equipment since this can reinforce the hotel's competitive advantage and sustain high customer satisfaction levels.

5.4.2 Customer satisfaction

Management of Bomah Hotel should introduce a continuous feedback mechanism, such as digital surveys, or follow-up messages after checkout. This will help identify recurring concerns, allowing management to take timely corrective action and enhance overall satisfaction.

5.4.3 Service quality and customer satisfaction

Management of Bomah Hotel should develop a clear service quality standards for all departments. Further, the management should conduct regular supervision, quality audits, and performance evaluations to ensure consistency in the services and products offered by the hotel.

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APPENDICES

Appendix I: Questionnaire

Dear Respondent,

I, **Aciro Teddy Malia**, a student of Uganda Christian University (UCU) pursuing Bachelor of Tourism and Hospitality. I am undertaking research on ***“Service Quality and Customer Satisfaction in Gulu City Hotels: A Case of Bomah Hotel”*** The research is a requirement for the award of Bachelor of Tourism and Hospitality. You have been identified as a resourceful person in this study and all the information provided by you is for academic purposes only and all responses will be treated with utmost confidentiality.

Instructions

Please Tick (✓) the appropriate answer or give the response where necessary.

- Do not write your name
- Kindly be honest in responding to the questions.

SECTION A (Demographic Information)

Gender

1. Male
2. Female

Age group

1. 20-30
2. 31-40
3. 41-50
4. 51-60
5. 61 and above

Level of education

1. Secondary
2. Certificate
3. Diploma
4. Degree
5. Masters

Category of respondent

- 1. Staff
- 2. Customer

SECTION B

Service quality

- i. How would you describe your overall experience with the service quality at Bomah Hotel?
 - 1. Excellence
 - 2. Good
 - 3. Not good

- ii. In what ways did the hotel staffs meet or fail to meet expectations of customers during their stay?
.....

- iii. What is your experience with the check-in and check-out process at Bomah Hotel?
 - 1. Good
 - 2. Not good

Justify

.....

- iv. How satisfied are you with the cleanliness and maintenance of room and other hotel facilities?
 - 1. Very satisfied
 - 2. Satisfied
 - 3. Not satisfied

- v. There is quality and timeliness in room service and housekeeping at Bomah Hotel?
 - 1. Yes
 - 2. No

Describe it

- vi. Is the hotel's food and beverage services good that influence your overall perception of service quality?
 - 1. Yes
 - 2. No

- vii. How effectively does the hotel staff handle requests, questions, or complaints?
 - 1. Very effective
 - 2. Not effective

- viii. What suggestions would you offer to Bomah Hotel to improve its service quality in the future?
.....

Customer satisfaction

- i. How would you describe overall product or service of Bomah Hotel?
 - 1. Excellence
 - 2. Good
 - 3. Not good

Justify your choice

.....

- ii. What aspects of service do you find most satisfying.
 - 1. Reliability
 - 2. Responsiveness
 - 3. Assurance
 - 4. Empathy
 - 5. Tangibles

Justify your choose of the aspects above?

.....

- iii. Have you experienced challenges or difficulties while using product or interacting with our staff of Bomah Hotel?
 - 1. Yes
 - 2. No

Describe how

.....

- iv. What factors influence customers' decision to continue going back to Bomah Hotel?
 - 1. Cleanliness
 - 2. Comfort
 - 3. Value for Money
 - 4. Location and Accessibility
 - 5. Safety and Security
 - 6. Food and Beverage Quality

- v. Are you satisfied with the various services offered by Bomah Hotel?
 - 1. Yes
 - 2. No

- vi. Can you share a specific experience that significantly influenced your level of satisfaction with Bomah Hotel?
-

- vii. Hotel staff effective handle requests, questions, or complaints?
 - 1. Very effective
 - 2. Not effective

- viii. How do you feel about the professionalism of the customer support team of Bomah Hotel?

- 1. Very good
- 2. Good
- 3. Not good

Explain it.....

ix. What improvements would you suggest to enhance customer satisfaction in Bomah Hotel?

.....

Thank you

Appendix II: Interview guide

Questions

1. How does Bomah Hotel define and conceptualize service quality within its operations?
2. What strategies has management put in place to ensure high standards of service delivery?
3. How do you monitor and evaluate service quality across different departments (e.g., front office, housekeeping, restaurant among others)?
4. How does management handle customer complaints to ensure continuous improvement in service quality?
5. How does the hotel ensure consistency in service delivery during peak seasons or high occupancy periods?
6. How does Bomah Hotel define and measure customer satisfaction?
7. What systems are in place to collect and analyze customer feedback?
8. What are the main factors that, in your view, influence customer satisfaction at the hotel?
9. What strategies are planned or currently being implemented to improve customer satisfaction in the future?

Appendix III: Krejcie and Morgan Table for the determination of the Sample Sizes

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370

150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Source: Krejcie & Morgan (1970)