

STAFF ATTITUDE AND CUSTOMER SATISFACTION IN THE HOTEL INDUSTRY

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**A DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS, IN PARTIAL
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DECLARATION

I SAIDA KYAKUWA MUSA hereby declare that the work submitted in this research dissertation has never been presented before to this university or any other institute, and in cases of quotations or reference, acknowledgment and credit has been awarded where due. Therefore all work is original unless otherwise as stated.

Signed..... Date.....

Sign.....

Saida kyakuwa musa

APPROVAL

This is to certify that this research report has been done by Saida Kyakuwa Musa and has been submitted for examination with my approval as the research supervisor.

Signed

Date.....

MR JULIUS JJUUKO

DECLARATION

I dedicate this report to my beloved Mom, my Sisters and my uncle who have tirelessly worked hard to raise me right from childhood till now when am pursuing my Bachelor in tourism and hospitality management in finances moral and physical support offered to me May Allah reward them and bless them more abundantly for me

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ABSRTACT

The study examined the relationship between staff attitude and customer satisfaction of African village hotel mukono kiyunga and the total population which was obtained using simple random sampling. The study was random quantitative since the major findings from field were descriptively presented through the use of tables for easy understanding and interpretation.

This shows that out of 40 people which was obtained using simple random sampling. The study was random quantitative since the major findings from field were descriptively presented through the use of tables for easy understanding and interpretation. I distributed a couple of research questioners' and objectives which included ; what is the various dimensions of staff attitude in vission for Africa hotel what is the level of staff attitude in vissionforafricanhotel, what is the relationship between staff attitude and customer satisfaction in Africana village hotel, to establish the various dimensions of staff attitude in African village hotel. Using across sectional survey design in which the survey questionnaire were used to collect the required data

The study was able to make the following findings. The female gender the highest with 66.7%, and 33.3 male, the respondents age the highest were less than 30 having 46% of the respondents .The research findings revealed that customer satisfaction is very important in expanding African village hotel as indicated by the survey The researcher also revealed that there is close relationship between staff attitude and customer satisfaction in Africanvillagehotel. The research also found out that great percentage of respondent 40% appreciates knowledge of management of improvement on customer satisfaction.

The researcher recommended the following to realize that in order to avoid poor service quality Management should make good planning of their activities in order to avoid over working of employees leading to poor customer satisfaction and the long run of customer dissatisfaction leading to low business.

There should be an effective examination of each individual needs. People should not be looked up in wholesome In order to improve on staff attitude employees should be appreciated for the work they have done.

Chapter 1

1.0 Introduction

This chapter comprises of the background of study, problem statement, purpose of the study, study objectives, research questions, scope of the study and the Significance the study

Understanding the interplay between staff attitude and customer satisfaction is crucial for businesses aiming to enhance their service quality and customer loyalty. A positive staff attitude not only fosters a welcoming and efficient environment but also directly influences customer perceptions and experiences. When employees display friendliness, attentiveness, and a genuine willingness to help, customers are more likely to feel valued and satisfied with the service they receive. This satisfaction can lead to repeat business, positive word-of-mouth referrals, and ultimately, increased profitability. Additionally, studying this relationship helps identify areas for improvement in staff training and development, ensuring that employees are equipped with the necessary skills and attitudes to meet customer expectations. By prioritizing staff attitude in customer service strategies, businesses can create a competitive edge in the marketplace, building a loyal customer base and sustaining long-term success.

1.1 Background of my study

Customer satisfaction is the outcome of customer's perception of the value received in a transaction or relationship, where value equals perceived service quality, compared to the value expected from transactions or relationships with competing vendors, (Ntimane & Tichaawa, 2007) Customer satisfaction in the hotel industry refers to the degree to which guests' expectations are met or exceeded during their stay, encompassing various aspects such as service quality, accommodation, cleanliness, amenities, and overall experience. A study by Kandampully and Suhartanto (2000) defines customer satisfaction in the hotel industry as "the extent to which a guest's experience meets or exceeds his or her expectations." This definition highlights the importance of understanding and fulfilling guest expectations to achieve high levels of satisfaction.

Fowler (2023) examines the negative impact of perceived poor service within the hospitality industry. This succinct review of the literature reveals that poor service is a precursor for business deterioration and possible failure. Customer satisfaction is crucial to the hospitality industry, which includes companies like hotels, eateries, and other facilities focused on providing services. Bad customer service can negatively affect a consumer's experience and opinion of the brand, which can result in unfavorable reviews, a decline in client loyalty, and ultimately lower sales. Businesses must prioritize providing outstanding service to sustain their reputation and performance in a sector where consumer satisfaction is crucial. Failure to do so could have serious repercussions for the company because negative online and word-of-mouth publicity can spread quickly and harm the company's brand. In this scenario, it is critical to examine the negative effects of subpar service in the hospitality sector and comprehend the steps that companies may take to guarantee the provision of high-quality service.

Here are some common issues that also arise Service Quality, Inconsistent or poor service delivery, including slow response times, rude staff behavior, and inadequate resolution of guest complaints, can significantly affect customer satisfaction. Accommodation Issues. Problems with room cleanliness, maintenance issues (e.g., malfunctioning appliances or plumbing), uncomfortable bedding, or insufficient amenities can detract from guests' comfort and overall satisfaction. Noise Disturbances: Excessive noise from neighboring rooms, corridors, or external sources such as construction sites or traffic can disrupt guests' sleep and relaxation, leading to frustration and dissatisfaction. Price-Value Mismatch: Guests may feel dissatisfied if they perceive that the price paid for their stay does not match the quality or value of the services and amenities provided by the hotel. Communication Problems: Ineffective communication between staff members and guests, language barriers, or misunderstandings regarding reservations, requests, or policies can lead to guest frustration and dissatisfaction. *Food and Beverage Issues. Poor food quality, limited menu options, slow service in restaurants or room service, or issues with food hygiene and safety can negatively affect guest satisfaction, especially for hotels offering dining options.

While there is not a single comprehensive study specifically focused on problems of customer satisfaction in the hotel industry, various research articles and studies have addressed specific aspects of guest dissatisfaction and its impact on the hospitality sector. Here are some relevant citations (: Service Quality Issues)- Zeithaml, Parasuraman & Berry, (1990). Delivering Quality Service: Balancing Customer Perceptions and Expectations. Simon and Schuster. Zenithal & Berry, (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing, 49(4), 41–50.(Accommodation Quality and Maintenance) Exploring the Relationship Between Corporate Reputation and Service Brand Evaluations: A Model and Empirical Evidence from Customers of Financial Services. Journal of Marketing, Predicting Guests' Satisfaction with Hotel Services: The Influence of Staff Behavior and Empowerment. International Journal of Hospitality Management, 72, These studies provide insights into various factors affecting customer satisfaction in the hotel industry, including service quality, accommodation, staff behavior, and price-value perception.

Certainly, here are factors influencing customer satisfaction in the hotel industry along with factors influencing it Standards, Discrepancies in service quality across different departments or shifts can result in a lack of uniformity in the guest experience. Communication Issues, Miscommunication between staff members or between staff and guests can lead to misunderstandings, dissatisfaction, and frustration. Maintenance and Cleanliness,: Issues with cleanliness, maintenance, or facilities can significantly impact guests' perceptions of the hotel and their overall satisfaction. Noise and Disturbances, Noise from neighboring rooms, common areas, or external sources can disrupt guests' comfort and negatively affect their satisfaction levels. Slow Response to Guest Requests Delays in addressing guest requests for services or assistance can lead to frustration and dissatisfaction. Factors influencing customer satisfaction in the hotel industry include service quality, accommodation quality, cleanliness, staff friendliness, value for money, and food quality.

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Kandampully and Suhartanto (2000) identified several factors influencing customer satisfaction in the hotel industry, including service quality, perceived value, and guest expectations. These factors play a crucial role in shaping guests' overall experiences and perceptions of the hotel's performance. Indicators of unsatisfied customer Indicators of unsatisfied customers in the hotel industry can manifest in various ways, impacting guest experience

and potentially leading to negative reviews, decreased repeat business, and damage to the hotel's reputation. Here are some indicators, Negative Review; Guests may express dissatisfaction through online review platforms such as TripAdvisor, Yelp, or Google Reviews, highlighting issues with cleanliness, service quality, amenities, or overall experience. A study by Sparks and Browning (2011) found that negative online reviews significantly influence potential guests' perceptions and booking decisions. Low Customer Satisfaction Scores: Hotels often conduct guest satisfaction surveys to assess feedback and identify areas for improvement. A decline in satisfaction scores across key metrics such as cleanliness, staff friendliness, or value for money can indicate areas of dissatisfaction

Factors influencing customer satisfaction in the hotel industry include: Staff Attitude and Behavior, Friendly, attentive, and helpful staff can greatly enhance guest satisfaction and overall experience. Service Quality and Consistency, Consistently delivering high-quality service across all touchpoints contributes to positive guest perceptions and satisfaction. Facilities and Amenities, Well-maintained facilities, modern amenities, and comfortable accommodations can enhance guests' comfort and satisfaction levels. Communication and Transparency, Clear communication regarding services, policies, and expectations helps manage guests' perceptions and fosters trust. Personalization and Customization, Tailoring services to meet individual guest preferences and needs can create memorable experiences and increase satisfaction levels. Value for Money: Guests expect a fair exchange between the price paid and the quality of service received, so providing value for money is crucial for satisfaction. Addressing these problems and focusing on the influencing factors can help hotels improve customer satisfaction and foster long-term loyalty. This study will focus on staff attitude as a determinant of customer satisfaction.

Staff attitude in the hotel industry refers to the demeanor, behavior, and approach of employees towards guests, colleagues, and their work. It encompasses aspects like friendliness, professionalism, attentiveness, and willingness to assist. In the context of the hotel industry, a positive staff attitude can significantly impact guests' experiences, leading to higher satisfaction, repeat business, and positive word-of-mouth. It involves creating a welcoming atmosphere, anticipating guests' needs, resolving issues promptly, and maintaining a positive demeanor even during challenging situations. According to Agatep & Villalobos, (2021) Staff attitude is the positive or negative display of motivation a staff shows. It can be displayed toward individual job duties, products or services, coworkers or management, or the organization as a whole in the workplace by providing their clients with the ambience, food, and room quality Butler et al., (2023).

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In Africa, customer satisfaction in Egyptian hotel industry (Adnan et al., 2023) increased by 25-35% during Quarter 1 (Q1) of 2023 with the increased customer good repeated patronage of customers. Similarly, a survey by (Electric & Service, 2020) across various hotels in Egypt increased customer satisfaction by 20-25% during Quarter one (Q1) of 2019 with the increased customer good repeated patronage of customers. In 2021 Egypt received 42.63 million

visitor nights in of which 21.66 million were of foreign guests (50.08 percent), Similarly (Kearns, 2003) increased customer satisfaction rate in Cairo rose in the first two months of 2023, the authors identified various aspects that boost customer satisfaction and these included, no customized services, employee motivation and staff attitude to provide great customer service, guest entertainment (Fadali Rahman et al., 2023)

According to (UBOS 2022) it showed that in Uganda the hospitality industry realized a shortage in customer satisfaction in FY 2019/20. 20.2% in 2020/21 to 22.8% with a shortfall of 22.8 percentage to 13% in 2020/21 respectively. The long-term trends in the customer satisfaction showed that hospitality industry in Uganda specifically declined due to lack of guest loyalty, deficiency in management practices like poor employee motivation leading to poor staff attitude that led to discrepancy in services offered to customers (Johnson & Unit, 2023)

Similarly, in African village hotel mukono is attributed to deficiency in management practices like poor employee motivation leading to poor staff attitude thus leading to poor quality services rendered to customers. In addressing the problem of poor customer satisfaction as it relates to the measurements, that determines how happy guests are with companies' products, services and capabilities. the study will be guided by recommendations. Contrast theory of customer satisfaction introduced by (Holland et al., 1957) the theory advocates for three aspects of customer satisfaction of service quality, actual product performance, product quality as measures of promoting customer satisfaction in hotel industry

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PROBLEM STATEMENT

According to Fowler, D (2023) study examines the negative impact of perceived poor service within the hospitality industry. This succinct review of the literature reveals that poor service is a precursor for business deterioration and possible failure. Customer satisfaction is crucial to the hospitality industry, which includes companies like

hotels, eateries, and other facilities focused on providing services. Bad customer service can negatively affect a consumer's experience and opinion of the brand, which can result in unfavorable reviews, a decline in client loyalty, and ultimately lower sales. Businesses must prioritize providing outstanding service to sustain their reputation and performance in a sector where consumer satisfaction is crucial. Failure to do so could have serious repercussions for the company because negative online and word-of-mouth publicity can spread quickly and harm the company's brand. In this scenario, it is critical to examine the negative effects of subpar service in the hospitality sector and comprehend the steps that companies may take to guarantee the provision of high-quality service.

In customer satisfaction across different hotels, common problems addressed include Service Quality: Ensuring prompt, courteous, and efficient service delivery to meet guest expectations. Zeithaml et al. (1990) emphasized the significance of service quality in influencing customer satisfaction in the hospitality industry, highlighting the importance of responsiveness, reliability, assurance, empathy, and tangibles. Accommodation Quality maintaining clean, comfortable, and well-equipped rooms to enhance guest comfort and satisfaction. A study by Ekinci and Riley (2003) emphasized the impact of accommodation quality on customer satisfaction in hotels, highlighting factors such as room cleanliness, comfort, and amenities. Cleanliness and Hygiene, Ensuring high standards of cleanliness throughout the hotel premises to create a positive impression and ensure guest comfort. - A study by Choi and Chu (2001) found that cleanliness significantly influences guest satisfaction in the hotel industry, affecting overall perceptions of service quality and value.

1.3 Purpose of the study.

The study aimed at establishing the relationship between staff attitude and customer satisfaction in African village hotel mukono kiyunga

1.4 Objectives of the study.

To examine customer satisfaction in hotel industry

To examine staff attitude in hotel industry

To establish the relationship between staff attitude and customer satisfaction in the hotel industry

1.5 Research question.

i). what is the various dimensions of customer satisfaction in hotel industry

ii) What is the level of staff attitude in African village Hotel mukono?.

iii).What is the relationship between staff attitude and customer satisfaction in African hotel kiyunga mukono

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1.6 Scope of the study

The study focused on staff attitude as dependent variable and customer satisfaction in African hotel kiyunga mukono as independent

1.6.1 Geographical scope

African village hotel is located in kiyunga mukono district

1.6.2 Time scope.

The study was intended to commence from March to May, 2024 it will consider staff attitude and customer satisfaction in African village hotel mukono

1.7 Significance of the study

The study helped the organization on management of service quality in African village hotel mukono vision for Africa hotel mukono findings were used by other researcher and other scholars as literature.

The study helped the researcher to fulfill one of the requirements for the award of the Degree of Bachelor in tourism and hospitality management in Uganda Christian University.

CHAPTER TWO

Literature Review

2.0 Introduction

This chapter covers the different objectives of study, staff attitude and customer satisfaction and the relationship between the two variables

2.1 Customer satisfaction in the hotel industry

Customer satisfaction in the hotel industry refers to the extent to which guests are pleased with their overall experience during their stay. This encompasses various aspects such as accommodation quality, cleanliness, staff friendliness, amenities, food quality, and overall service delivery. A study by Kandampully and Suhartanto (2000) found that customer satisfaction in the hotel industry is influenced by factors such as service quality, perceived value, and guest expectations. That is to say. Accommodation Quality: Guests expect clean, comfortable, and well-maintained rooms with necessary amenities like comfortable beds, clean linens, and functional appliances.. Staff Friendliness: Friendly and helpful staff members contribute significantly to guest satisfaction. A warm welcome, attentive service and prompt response to requests enhance the overall experience. Food Quality: The quality and variety of food offerings, whether through room service, restaurants, or breakfast buffets, play a crucial role in guest satisfaction. Delicious and well-presented meals can leave a lasting positive impression. Service Delivery: Efficient and personalized service, including quick check-in/out processes, concierge services, and responsiveness to guest needs, contributes to overall satisfaction. Cleanliness: Cleanliness and hygiene standards throughout the hotel, including public areas, restrooms, and guest rooms, significantly affect guest satisfaction. A clean environment creates a sense of comfort and well-being for guests. These factors, among others; contribute to the overall satisfaction of hotel guests, influencing their likelihood of returning in the future and recommending the hotel to others.

A service quality is a bundle of satisfaction Sigmund and D' Amico, (1993). He however define the service descriptively as a task or instrumental activity perfumed for a consumer and all a consummatoms activity involving consumer participation such as wages but not owner ship of an organization product or facilities are growing even faster in the world economy making up a quarter of the value of all super trade Kotler and Armstrong (200 I). Whether good or service or product deliver a bundle of benefit to the consumer. Whereas consumers- deliver benefit from the food themselves, service benefits are delivered through the experience that is created for consumer's for example the restaurant experience Hopkins et al,(2005).

The contend that research has identify identified four main component thaw influence consumer service experiences contact personal, other consumers , the service scope and the invisible organization and system langedared et al (1981).

Service account 1 \4 of world trade (Keegan, 1995). The general agreement on trade on services(GATS) under WTO says that whereas super transactions in goods require a physical transit across a country's boarder, service transaction in goods require one or a combination of four modes of supplies, these are;

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1. Cross boarder of service product .
 2. Movement of consumers to the countries of imputations.
 3. Establishment of commercial presence in a country where the service is to be provided.
 4. Temporary movement of natural persons to another country in order to provide services.
- According to Jana & Chandra (2016), customer satisfaction has become an important aspect of the hotel industry. Unlike other industries, the hotel industry prospers due to customers' retention. It is only through customer

satisfaction that a hotel can retain its customers. Customers' loyalty is dependent on the quality of the services that they get in a hotel. Moreover, the hospitality industry has experienced the entrance of many investors who are willing to meet all the needs of their customers. Therefore, if customers are not satisfied by the services they receive in one hotel, they will look for better services elsewhere (Jana & Chandra, 2016). For a hotel to remain competitive in terms of customers' satisfaction, it must track the levels of customers' satisfaction. This is where technology comes in. Technology has been growing over the years and it has helped the management of the hotel industry to track statistics regarding customer satisfaction. For instance, online surveys are a popular way of monitoring customers' satisfaction. Through these surveys, the management is able to implement a continuous improvement of their services and goods based on the needs of customers as expressed in their comments or other means of expression (Pearce, Robinson & Mital, 2007).

One of the main strategies used by hotels to enhance customer satisfaction is benchmarking. Benchmarking enables hotels to learn from other players in the industry and learn what makes their competitors competitive. In some cases, some hotels may not reveal their secrets to their competitors. However, the hotel industry does not involve sensitive information. For this reason, most hotels are willing to share the secrets behind their success. Nonetheless, the only thing that makes some hotels prosper as compared to others is hotel innovativeness. Hotel innovation enables prosperous hotels to create new strategies that enhance a competitive advantage over their rivals.

Benchmarking is easier for chain hotels in that all hotels under the chain are able to borrow the traditions of the chain and offer similar services irrespective of their geo-graphical locations. For example, Lake Kivu Serena Hotel inherits the strategies used by other hotels under the Serena chain and implements them such that a customer may feel the same environment, services, and goods as that of any other hotel operating under the Serena chain. A few studies uncovered that customer loyalty is the main reason as to why some brands of hotels prosper while other lag behind. One key factor in customer retention is to guarantee quality services. In hotel industry customer loyalty is an element that shows the effectiveness of the management and all the stakeholders. A management approach focused on customer loyalty can improve the competitiveness of the hotel (Tsiotsou & Goldsmith, 2012).

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To achieve greater heights of customer satisfaction and loyalty, the management must show the willingness to adapt to the needs of customers. Hotels put a lot of effort in understanding customer needs and fulfilling them. They end up learning many factors that contribute to customer satisfaction. Customer satisfaction should be given utmost consideration by the management, because it would be more expensive to draw in new customers than retaining the existing ones. In order to be fruitful, managers must focus on holding existing customers by actualizing compelling arrangements of customer loyalty and steadfastness. This is particularly valid in the hotel business (Tsiotsou & Goldsmith, 2012).

In hotel industry, customer loyalty is mostly enhanced by combined efforts of all the stakeholders. Therefore, a hotel can only prosper in terms of customer satisfaction by involving all stakeholders in improving the quality of its services and products. Consequently, investigating the significance for customers of hotel traits in hotel choice is fundamental. In most cases, this is achieved by also involving customers in improving the quality of services by showing them that their suggestions are welcomed (Singh & Dewan, 2009).

Keeping in mind the end goal to be fruitful in the business sector it is not adequate to draw in new customers. For this reason, managers must focus on holding existing customers executing successful arrangements of customer loyalty and loyalty. From eateries to hotels and everything in the middle of, your employment as a cordiality management supplier is to keep up customer bliss and satisfaction (Overby, 2007).

Consumer loyalty assumes a critical part inside of your business. Not just is it the main marker to quantify client dependability, distinguish despondent clients, lessen beat and build income; it is additionally a key purpose of separation that helps you to draw in new clients in aggressive business situations. Consumer loyalty is vital to any business. If your clients are satisfied they will probably buy more from you or from you all the more regularly (Morrison & O'Mahoney, 2002).

Clients are the reason we are good to go and consumer loyalty is the thing that holds them returning. It requires a gigantic push to pick up another client and just seconds to lose one. Management must be model if the business needs to maintain and develop our client base and eventually our business. The nature of management and customer loyalty are basic elements for accomplish-ment of any business. From being steady to ensuring they get the same wonderful management to doing what you say you will do, hotel management should not fail in regards to what they offer. Customer loyalty has been a center of analysts and advertisers as an imperative forerunner of customer unwaveringness. Some late studies suggest that customer charm conceivably creates more noteworthy customer steadfastness than satisfaction.

The motivation behind why faithful customers are so critical is on the grounds that it costs more than three times as much to draw in new customers than to hold existing ones. In addition, past customers unequivocally impact others by listening in on others' comments. In the feedbacking, managers ought to make it a point to be on the road to success for staying aware of patterns that their customers take after. This can be accomplished by building individual help management for travelling customers or making extraordinary concessions for ardent rehash shoppers (Porter, 1985).

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Customers' experiences are seen all the more seriously and the desires tend to run somewhat higher than with different items and managements. Long haul and proportionally favorable connections between customers and the hotel are turning out to be logically essential as a result of the exceedingly positive relationship between customers' general satisfaction levels. Keeping in mind the end goal to be effective in providing quality services, a hotel should concentrate on the quality of services and products and customer satisfaction and loyalty will follow (Sim, Mak & Jones, 2006).

Managers must make certain they have things close by so when their customer needs them and their items. That is to say that everything ought to be accessible. In this way, positive connections can make customer's higher duty and expansion their arrival rate

Guest connections are a vital resource of the Lake Kivu Serena Hotel and consumer loyalty is the main strategy of creating a large network of customer connections. A customer who needs to constantly sit tight for you to do your part might become tired, regardless of how steadfast, and endeavor off to your opposition. Keep customers steadfast by concentrating on them at all times. These days, many hotel managers are challenged by customer satisfaction since some customers come but fail to return due to their preferences. Therefore, consistent

advancement of hotel innovation and customer quality is the way to effective business technique, because of the requesting. There are yet new viewpoints and defects to be enhanced in customer satisfaction notwithstanding the many researches about it.

For this reason, innovativeness of hoteliers is the key factor that brings about success in the industry. In this view, the management has the major role to play in creating the unique techniques that can enhance customer satisfaction (Sim, Mak & Jones, 2006).

The accommodation business must charge customers distinctive rates relying upon interest to stay profitable, in this way successful yield management is inside of the business critical. All things considered, giving astounding managements and enhancing consumer loyalty are generally perceived as basic variables boosting the exhibitions of organizations in the hotel and tourism industry (Nurminen, 2007).

Basically, high quality enables a principal part for hotels to make progress. It is vital for management of hotels to have a legitimate thought of what customers' necessities are. Charging customers more and giving less is not a triumphant blend from a guest satisfaction point of view, substantially less a triumphant business system (Peters & Pikkemaat, 2005).

Now and again, customers are once in a while unwittingly attempting to get however much information as could reasonably be expected through encounters of different customers to know everything about hotels. In this way, hoteliers ought to track the levels of consumer loyalty and make changes. Hoteliers must have the capacity to get large amounts of consumer loyalty by involving customers in developing a blueprint of what customers need (Peters & Pikkemaat, 2005).

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2.2 Staff attitude in the hotel industry

Staff attitude in the hotel industry refers to the demeanor, behavior, and professionalism exhibited by hotel employees when interacting with guests and performing their job duties. It encompasses elements such as friendliness, courtesy, responsiveness, empathy, and a genuine commitment to meeting guests' needs and exceeding their expectations. That is, a hotel receptionist warmly greets guests upon their arrival, addresses them by name, and efficiently handles their check-in process. Throughout their stay, the receptionist remains attentive to the guests' needs, promptly addressing any questions or concerns they may have. The receptionist's positive attitude and willingness to assist create a welcoming and hospitable atmosphere for the guests, contributing to their overall satisfaction with their stay at the hotel. According to a study by Hennig-Thurau et al. (2002), staff attitude in the hotel industry refers to "the way in which employees interact with customers, including their friendliness, helpfulness, and overall demeanor." This definition underscores the importance of positive staff attitudes in creating favorable guest experiences and enhancing customer satisfaction levels.

Service quality is often conceptualized as the comparison of service expectations with the actual performance perceptions (Zenithal et al, 1990). Showmaker defines service quality as service of doing what it was meant to do. Parsuraman et al (1985), and Watson et al (1998) They supplement that it was customer's objective assessment that the service they are receiving is the services they expected.

Service quality is a function of the difference sources or gaps between expectation and perception and these gaps include;

I. Actual consumer expectations and management belief of what consumer want.

2. Management belief and actual expectation of the service
3. What is delivered and experienced by the consumer/what consumer were led to expect by external communication (Parasuraman et al, 1985)
4. What has been specified and what is actually delivered.

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Staff Attitude

Staff play a significant role in organisation success and competitiveness and this feeds into the confusion and debate among practitioners on the topic of employee attitudes. Employee attitude varies from employee to employee with respect to their jobs, their careers, and their organizations (Lee, Moon & Song, 2018). The need by businesses to retain and attract the right talents and foster the right attitude has led to the measuring of employees' attitude provides a signal on how effective the organization is in promoting a favourable environment which breeds the right attitude among employees towards their Job and employer (Balta, 2018). A positive attitude is achieved through many ways such as good pay (Ogbonnaya, Daniels & Nielsen, 2017), training and development that facilitates employees with the necessary skills and knowledge to fulfil the businesses objectives (Fletcher, Alfes & Robinson, 2018). Wikhamn (2019) emphasized the role of innovative and sustainable human resource management that develops employee competence in numerous ways as a means of imparting commitment, the result of which can be seen in the employees improved performance. Organizational support has been

documented to influence employee performance in several ways (Kwizera, et al 2019). Effective compensation strategies have also been pointed out as a practice that creates increased commitment through compensating the employees in line with their superior performance, using both financial and non-financial means (Ogbonnaya, Daniels & Nielsen, 2017). Similarly, communication gives all employees a voice within the organization, which enables each employee to understand what is expected in regards to their responsibilities and organizational mission statement. Good or positive employee attitude will enable employees offer good service with a feeling of belongingness (King et al 2013). The factors that influence employee attitude includes employee empowerment (Stavrinos & Simos, 2016), quality leadership (Asrar-ul-Haq & Kuchinke, 2016), and work life balance (Iqbal, et al 2017). Customer loyalty is influenced by many factors, among which is attitude displayed by employees. Others are services pricing, quality, location and class of patrons (Thanabordeekij, 2018) can influence how the employee feel about their work and the prestige attached to it. All these influences the level of attitude of employees in the service sector including hotels and these actually work hand in hand (Namuleme, et al 2020).

2:3 The relationship between staff attitude and customer satisfaction in the hotel industry

It is argued that service is an attitude and outstanding service yields customers satisfaction (Kwizera, et al 2019). Outstanding service and profitable growth have a direct link, consequently, to employee attitude and satisfaction. In fact, the way employees feel about their employer has a significant effect on the overall business of a company. Employee attitude is not always easy to measure or control but neglecting it could have calamitous results for any company. According to Kurdi, Alshurideh and Alnaser (2020) there is a solid positive link between employee attitude and customer satisfaction. This suggests that if employees have bad attitude and low morale, their productivity and work quality would be radically lower than the required standards resulting in lower customer satisfaction, while the opposite would ring true if employees were happy and satisfied with a company. Lee, Moon and Song (2018) found similar relationship in their study, they also pointed out the fact that employees attitude reflected the quality of services. Kind and friendly employees tend to build rapport with customers which ultimately results in customer satisfaction (Lee et al 2018). Sebastiampillai and Holm (2017) found that job satisfaction, employee empowerment and customer orientation were significantly correlated with customer satisfaction. Customer service can be seen in the attitude of the staff towards the customer. It is said that service and for this matter, customer service is inseparable from the service provider (Bahadur, et al 2018). Numerous empirical studies show a strong positive relationship between employee satisfaction and customer satisfaction. As suggested by a wealth of findings (Nunkoo, et al 2020; Kloutsiniotis & Mihail, 2018; Alhelalat, Ma'moun & Twaissi, 2017; Singh et al 2017), positive changes in employee attitudes lead to positive changes in customer satisfaction. On the basis of the reviewed literature, the following null hypothesis is stated: Ho1: Employee attitude does not significantly affect customer satisfaction in selected hotels in Mukono,

In the hotel industry of Uganda, as in other parts of the world, there exists a significant relationship between staff attitude and customer satisfaction. Positive staff attitudes, characterized by friendliness, professionalism, attentiveness, and a genuine desire to meet guests' needs, contribute to higher levels of customer satisfaction. Enhanced Guest Interactions, Friendly and approachable staff members create a welcoming and

hospitable atmosphere within the hotel, leading to positive interactions with guests. Staff members who exhibit enthusiasm and willingness to assist guests can enhance the overall guest experience, fostering feelings of warmth, comfort, and appreciation. Improved Service Delivery, Positive staff attitudes positively impact service delivery, leading to faster response times, accurate information provision, and efficient problem resolution. Guests are more likely to feel valued and satisfied when their requests are handled promptly and courteously by attentive staff members. Increased Guest Loyalty: Guests are more likely to return to a hotel where they have had positive interactions with staff members and received excellent service. Positive staff attitudes contribute to building trust and rapport with guests, fostering loyalty and repeat business. Positive Word-of-Mouth Recommendations:

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Satisfied guests are more inclined to share their positive experiences with others, leading to word-of-mouth recommendations and referrals. Positive staff attitudes can significantly influence guests' perceptions and willingness to recommend the hotel to friends, family, and colleagues.

Conversely, negative staff attitudes can lead to decreased customer satisfaction and negative outcomes for the hotel: Diminished Guest Experience, Staff members who exhibit rudeness, impatience, or disinterest in guest interactions can create tension and discomfort for guests, leading to feelings of frustration, dissatisfaction, and disappointment. Impact on Hotel Reputation; Negative guest experiences resulting from poor staff attitudes can tarnish the hotel's reputation and lead to negative reviews, decreased guest loyalty, and potential loss of business. Decreased Employee Morale: Negative staff attitudes can also impact employee morale and job satisfaction, leading to decreased productivity, increased turnover rates, and challenges in maintaining a positive work environment. In summary, the relationship between staff attitude and customer satisfaction in the hotel industry of Uganda is significant and multifaceted. Positive staff attitudes contribute to enhanced guest experiences, increased satisfaction levels, and improved hotel performance, while negative staff attitudes can have detrimental effects on guest satisfaction, hotel reputation, and employee morale. Therefore, hotels in Uganda must prioritize the recruitment, training, and management of staff to ensure consistently high levels of customer satisfaction and competitiveness in the hospitality market.

2.4 Service quality dimension

Five key dimensions service quality have been identified by; Parasuraman et al (1988) Reliability is defined as the ability to deliver the promised service dependably and accurately. It is about keeping promise delivery, pricing complaint handling etc. Responsiveness can be described as the willingness to help customers and provide prompt service. The dimension stresses service personnel's attitude to be attentive to customers, questions and complaints. Assurance is the service quality dimension that focuses on the ability to improve trust and confidence.

Empathy is a service aspect that stresses the treatments of customers as individuals. Tangible is a service dimension that focuses on the element that represents the service physically.

A further examination of the literature, Parasuraman et al (1985, 1988) suggest that and on the other hand, conceptualization of service quality typically focuses on the attribute related to the service process such as responsiveness, assurance and empathy and that the majority of the studies testing service qualities follow this approach Babakus and Boller, 1992, Blom and Swartz, 1989, Cronin and Taylor, (1992). The discussion shows that consumers assess quality of service by comparison of expectation and perception Dotchin and Oakland (1994). They observed that to make practical use of this concept, it is also necessary to find how particular parts of service package contributes to consumers expectation and perception of service quality.

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2.5 Measure of service quality

Parasuraman et al (1985, 1988) set out with the objective of producing a general instrument with the objective of producing a general instrument for measuring perception of service quality. The instrument produced SERVQUAL was based on the contract identified in the earlier work from which a number of dimension attributes of service quality discussed earlier in the chapter. An important advantage of the SERVQUAL instrument is that it has been proved valid and reliable across a large range of global services the SERVQUAL instruments need considerable adoption Abholkar et al, (1996) it still seems the best alternative for cross sectional and industrial benchmarking Fitzsimmons and Fitzsimmons, (1994)

Dotchin and Oakland (1994) observed that the full list provides the most complete expression yet available of issues, which influence consumers in their assessment of service quality.

It is observed that the first category ensuring performance of service quality. Right first time service customers are despised in the hotel. The second category requires hotel service providers to win customers hearts by doing what they want. Pauline et al (2000) indicates that customers perceptions of how customer oriented the firm is, will be more critical for the successful business performance than the seller's perception. Since the service quality involves comparisons of the expectations with performance (Atkins, 2000) customer who perceive high service quality believe that the service excellent is the one strategy a mission that is both important to many customers and hard for competitors to duplicate (Berry, 1998) service quality remains difficult to measure because it is often under what the customer expect yet the service is a matter of meeting customer's expectation (Terpestra and Sarahy, 2000). They argue that this observation is further complicated on the fact that not every customer experiences the same level of service quality even though the services they receive are identical. The company must consistently give the best solution to his or her problems match his expectation, if it is to build customer satisfaction and loyalty (Zikmund et al, 1993).

2.6 Managing service quality

One of the major ways a service firm can differ from other firms is by constantly exhibiting high quality service. A service firm's ability to hand onto its customers depends on how consistently it delivers value to them (Kotler, 1999). This forms basis for high service quality management. The implicit assumption in the quest for the customer satisfaction and service quality is that there is a link between positive evaluation and repurchase behavior (Zeithaml et al, 1996). As a consequence, understanding how and what aspects of the service product impact on

customer's evaluation is a critical first step (Gabbot and Hong, 2000) There are a number of service attributes which have been identified as contributing towards the customer's overall evaluation of service quality (Bitner, 1990). (Russell and Mehrabian 1976)

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2.7. Customer satisfaction.

A product or service will be successful in any market at home or overseas if it primarily satisfies customer's needs. Customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his/her expectations (Kotler, 1999). For customer satisfaction to be high, promises and expectations must be met. This involves the organization's ability to understand customer expectations and to do it right the first time (DIRTF). The ability to deal with problems as they arise is a key ingredient to satisfaction. 95% of people who like a product will tell 5 people about their experience; if they don't complain (as 96% of people do) they will tell at least 10 other people about their problem. Customer satisfaction is more dependent on the development of interpersonal relationships as opposed to satisfaction with tangible products (Macintosh and Lockshin, 1998). Person-to-person interactions form an essential element in the marketing of services (Crosby et al, 1990, Czepiel, 1990). This can be achieved in the developing relationships with your customers that exceed just meeting their needs or requirements and cultivates satisfaction by appealing to your customers' psychological and emotional needs (Lawrence, n.d). Preceding customer satisfaction findings by a great deal of authors (Brady and Robertson*, 2001; Dabholker et al 2000) suggests that if service providers do a job in terms of process, the service will be evaluated as high quality" customer will be satisfied. Oliver (1997) views customer satisfaction evaluation as mostly effective or emotional. Thus the association of outcome with emotion can be seen as evidence of a link between outcome and customer satisfaction evaluation. These emotional reactions will override existing cognitive assessment and will determine subsequent cognitive evaluations (Dabhokar and Overby, 2004). Customer satisfaction always has an effective component (Dabhokar, 1995 b; Oliver, 1997, Yi, 1990) .. In situations involving feeling extremely exceeded or greatly unfulfilled customers will experience a feeling of strong satisfaction with the service or dissatisfaction with the service (HUNT, 1977: Oliver 1981) .At the heart of any evaluation process is the consumer's perception of the service. Underlying the evaluation of any human exchange is a complex language of behaviors which communicate meaning and provide a message on which evaluation are based (Gabbot and Hogg, 2000). Customer's perceptions are critical and it may be difficult to define what the customer wants. During the past decades customer satisfaction has been approached as an attitudinal contrast (Biong, 1993: Hallow, 1996). This is reflected for instance in the willingness to recommend a service provider to other consumers through word of mouth.

2.8 Relationship between service quality and customer satisfaction

According to G.S Sureschandar, the relationship between service quality and customer satisfaction has received considerable academic attention in quality in the past few years. But the nature of exact relationship between

service quality and customer satisfaction (especially in the way the constructs have operationalised) is still shrouded with Uncertainty. Many researchers have operationalised customer satisfaction by using a single item scale and many others have used multiple item scale. The present study adopts a different approach and views customer satisfaction as a multidimensional construct just as service quality but argues that customer satisfaction should be operational along the same factors (and the corresponding items) on which service quality is operationalised. In other words based on this approach, the results have indicated that customer satisfaction has been investigated. The results have indicated that the two constructs are indeed independent but are closely related implying that an increase in one is likely to lead to an increasing in another.

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During the last decades , researchers researcher have attempted to explain and predict similarities and differences between quality and Customer satisfaction in order to develop our understanding of these constructs (Dabholkar , 1993, 1995 a Iacobucci et al 1995: Oliver 1997) . It is suggested that where as service quality evaluation are purely cognitive (Parasuraman et al 1988) customer satisfaction has both cognitive and affective aspects (Hunt,1977; Yi 1990). Researcher has also found that customer satisfaction encompasses both expectation and perception but that service quality is only tied to perceptions (Babakus and Boller, 1992; Cronin and Taylor; 1992 Dabholkar et al , 200).

The traditional view holds that customer satisfaction is related and therefore precedes any overall evaluation of service quality over time (Oliver, 1981: [Parasuraman et al). More recently customer satisfaction has been viewed as a global assessment that follows evaluation of service quality (Oliver, 1997)

Further research (Anderson and Sullivan, 1993 Spreng and Mackey, 1996: Ennew and Binks, 1999 Cronin et al , 2000) has found empirical support for customer satisfaction as a consequence of service quality . The implicit assumption in the positive evaluation and resisting behavior (Zeithaml et al 1996). As a consequence understanding how and what aspect of the service product on customer evaluation is a critical first step (Gabbot and Hogg).

2.9 The level of customer dissatisfaction.

Dissatisfaction is a person's feeling of disappointment resulting from comparing the performance of employees in relation to his /her expectation. If performance and employee matches the expectation, the customer is highly satisfied or delighted. The level of expectation heavily influences to how the customer behave in various situation of dissatisfactions. At a low expectation level it is easy to satisfy the customer (Neumann, E and K. Giel (1895) .

Organizations are placing increasing emphasis on customer satisfaction to enhance customer loyalty to attain customer satisfaction the customer service department must be able to understand and respond to customer needs through provision of high quality service. (Acree (1997), Bush and Tarkenton (1977) if we are to understand customer dissatisfaction on delivery of our service relative to their expectation.

Customer dissatisfaction requires observation and then evaluation of employee manager results are generally on a form describing work results or critical employee behaviors (Heinemann/ Schwan /Fossom/Oyer 1987) in that rate also various ways are set up to determine the level of customer dissatisfaction, RS Davar.

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2.9.1 The methods of setting suggestion box

Hence customers are given chance to write their views to the management will be able to view how customers are dissatisfied. Implementing a suggestion box can be an effective means of fostering customer satisfaction by providing a platform for customers to share their feedback, suggestions, and concerns. Here are some ways in which a suggestion box can contribute to enhancing customer satisfaction: Encouraging Customer Engagement: A suggestion box demonstrates that the business values customer input and encourages customers to actively engage in providing feedback. This can lead to increased customer satisfaction as customers feel heard and valued by the business. Identifying Areas for Improvement: By collecting feedback through the suggestion box, businesses can gain valuable insights into areas where they can improve their products, services, or overall customer experience. Addressing these areas can lead to enhanced satisfaction among customers. Empowering Customers Providing a platform for customers to share their suggestions empowers them to contribute to the improvement of the business. When customers see that their suggestions are taken into consideration and acted upon, they are more likely to feel satisfied with their overall experience. Building Trust and Loyalty, Demonstrating a commitment to listening to customer feedback and making improvements based on that feedback can help build trust and loyalty among customers. When customers see that their opinions matter to the business, they are more likely to continue doing business with them. Enhancing Reputation, Businesses that actively seek and respond to customer feedback are often viewed more favorably by customers and the public. This can enhance the business's reputation and attract new customers who are drawn to businesses that prioritize customer satisfaction. Overall, implementing a suggestion box can be a simple yet effective strategy for businesses to improve customer satisfaction by engaging customers, identifying areas for improvement, empowering customers, building trust and loyalty, and

2.9.2. Use of spies

Here different people are raised to spy employees work especially when there is no close supervision so as to improve on service quality and spy those workers who are reluctant.

2.9.3. Complaints from customer.

Within this customers are complaining about talking long without receiving their orders being neglected by the employees thus dissatisfaction. There is persistence complaints frame customers of village for Africa hotel resulting from poor provision of service and thus low customer turn over in hotels.

2.8.4 Fostering customer opinions as a means of customer Satisfaction

Customers are the lifeblood of any business. Customer care therefore is paramount. The ways in which services to publish can be improved are numerous and organizations should incur considerable expense researching then servicing image and reputation. The public relations department at an organization usually has the main task of ensuring that the mainstream marketing efforts are fully supported through winning the esteem of customers and the public at large. Without a good reputation for understanding customer problems and requirements, an organization will lose existing customers and fail to attract at least its market share of new business. Customers who are not given an opportunity to business can do damage to the organization by the word of mouth, because of influence they have on the existing potential customers. A complaints department is essential for the success in any service business responsive to complaints and diligent in finding out facts. (Davidson,1978).

2.9.5 Customer care as a means of business survival.

Business survival is the continued existence, sustenance and growth of business entity. Organizational survival calls for innovation managerial skills in the exertion of the various business activities/ functions in a competitive environment. It's through such skills that an organization can adapt to its competencies and eventually out rival its potential and actual competitors. In the provision of products and services, it is usual for both the seller and the buyer to come into contact. It's during this contact that clients form their impression of the quality of services that the organization is delivering. This may be termed as the "moment of truth" (could1984 and Zemke 1985) the contact with the customer puts the organization to test its performance, quality of the product and service and the results of the test are positive to the organization which offers a high standard customer care services

Customer care is indeed a crucial factor for business survival, especially in highly competitive industries like hospitality. Here's why serena hotel focus on it, Customer Retention Providing excellent customer care helps in retaining existing customers. Satisfied customers are more likely to return and continue doing business with a company, leading to long-term revenue streams. Positive Word-of-Mouth satisfied customers are likely to recommend a business to others, resulting in positive word-of-mouth referrals. This organic marketing can attract new customers at a lower cost compared to traditional advertising. Brand Reputation: Exceptional customer care contributes to building a positive brand reputation. A business known for its superior customer service is more likely to attract customers and stand out from competitors. Differentiation. In crowded markets, customer care can serve as a key differentiator. Businesses that prioritize customer needs and go above and beyond to meet expectations can gain a competitive edge. Increased Revenue: Happy customers are willing to spend more and are less price-sensitive. By providing excellent customer care, businesses can increase customer lifetime value and revenue per customer. Feedback and Improvement: Engaging with customers through customer care channels provides valuable feedback for businesses to improve their products and services.

Understanding customer needs and preferences allows businesses to adapt and stay relevant in the market. Overall, customer care is not just a means of ensuring customer satisfaction; it's a fundamental aspect of business survival and growth. By prioritizing customer needs, businesses can build lasting relationships, drive loyalty, and thrive in today's competitive landscape. - Reichheld, F. F., & Sasser Jr, W. E. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68(5), 105-111.- Rust, R. T., Zahorik, A. J., & Keiningham, T. L. (1996). *Service marketing*. Harper Collins College Publishers.

2.9.6. Conclusion

The gap between expectations, perceptions, and delivery of customer care services if managed at a high level, the relationship is mutually a beneficial one where there is equilibrium of commitment. This in turn will encourage repeat customers and give a greater share of the customer which is the defining factor in customer satisfaction. Furthermore, customer satisfaction highlights the multifaceted nature of this critical aspect of business success. Through an exploration of various studies and research articles, several key themes have emerged:

Importance of Customer Satisfaction: Numerous studies have underscored the significance of customer satisfaction as a driver of business success, impacting customer retention, loyalty, positive word-of-mouth, and financial performance.

Factors Influencing Customer Satisfaction:** The literature has identified a wide range of factors that contribute to customer satisfaction, including service quality, product quality, price-value perception, staff attitudes, and the overall customer experience.

Methods for Measuring Customer Satisfaction: Researchers have developed various methodologies and measurement tools, such as surveys, interviews, and observational studies, to assess and quantify customer satisfaction levels.

Role of Technology and Social Media: With the advent of technology and social media, businesses have new opportunities to engage with customers, gather feedback, and enhance satisfaction through personalized interactions and online platforms.

Continuous Improvement: The literature emphasizes the importance of continuous improvement in meeting and exceeding customer expectations, adapting to changing market dynamics, and maintaining competitiveness in the marketplace.

Overall, the literature review provides valuable insights into the complexities of customer satisfaction and its implications for businesses across industries. By understanding the factors influencing satisfaction, adopting effective measurement tools, leveraging technology, and prioritizing continuous improvement, businesses can enhance customer satisfaction, build long-term relationships, and achieve sustainable success in today's competitive landscape.

CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

This chapter presents research design study area and population sample size, procedure data source, instruments data collection methods processing and the limitation to the study.

3.1 Research design.

In order to collect as much data as possible a combination of descriptive and analytical research design based on results from the questionnaire, observation and interview were used by the researcher to analyze the relationship between service quality and customer satisfaction in vision for Africa hotel mukono

3.2 Study area and population

This study area is vision for african hotel kiyunga mukono. The population comprised of employees, customers and management of vision for Africa hotel mukono since all of them were affected and concerned about the problems as they provide the best and relevant data about the research topic. The population was scattered and there was limited time and resources simple random sampling techniques will be used in order to gather data from the study population.

3.3 Sample size

The sample size composed of the employees, customers and the top management staff from service quality department of African village hotel | this was selected using simple random sampling.

Sample size of 35 respondents was obtained and these include 5 top

Management staff 15 from service quality department and 20 from customer.

Category	No of respondents
Top management	5
Service quality department	10
Customer	20
Total	35

3.4 The Research Procedure

A letter of introduction to the management of Vision for african hotel is secured from the school of business at Uganda Christian University. After the permission was granted, then distribution of questionnaire was to done be done as early a possible to the rest of employees, customers and the period of one week allowed to fill them out after which I had to pick them.

3.5 Data collection instruments

The data collection instruments was basically interview consisted both structured questions and un structured questions where questionnaires consisted of both open ended question and closed ended questions.

3.5Data collection methods

This began with acquisition of a letter of introduction from Uganda Christian University to take to vision for african hotel kiyunga mukono Uganda.This was a simplified task of seeking permission from the authorities at the hotel in order to carry out the study.

3.6Data analysis

After data was collected, correctly filled questionnaires were coded analysis techniques like frequency tables, percentages were used show customer response. Then code multiple question were used to identify responses from each respondent and data collected was stored, edited, classified and analytical using analytical methods like crossed tabulation ..

3. 7 Limitation of the study.

The following things are likely to limit the validity of the study findings.

- i.Limited or non response from some respondents were realized
- ii.Failure to retrieve a minimum number of questionnaires. Respondents biases in answering questionnaires
- iii.Data gaps which may make statically computation difficult
- iv.The language used especially on questioners seemed to be difficult to some respondents. Some respondents especially customers may not understand the English .

CHAPTER FOUR

PRESENTATION OF DATA AND DISCUSSION OF FINDINGS

4.0. Introduction

This chapter presents, interprets and discusses the findings on staff attitude and customer

satisfaction. The data was got from several respondents in hotel. The findings are

presented following the order of objectives, which are; To examine customer satisfaction in hotel industry, To examine staff attitude, the establish relationship between staff attitude and customer satisfaction in vision for african hotel kiyunga mukono

Background information

In order to ascertain the authenticity of the respondents' information on the various issues

relating to the study variables, respondents were asked various general questions. These

covered the response rate, gender, age, educational level, duration with the company, staff attitude and customer satisfaction. These are illustrated in the background information.

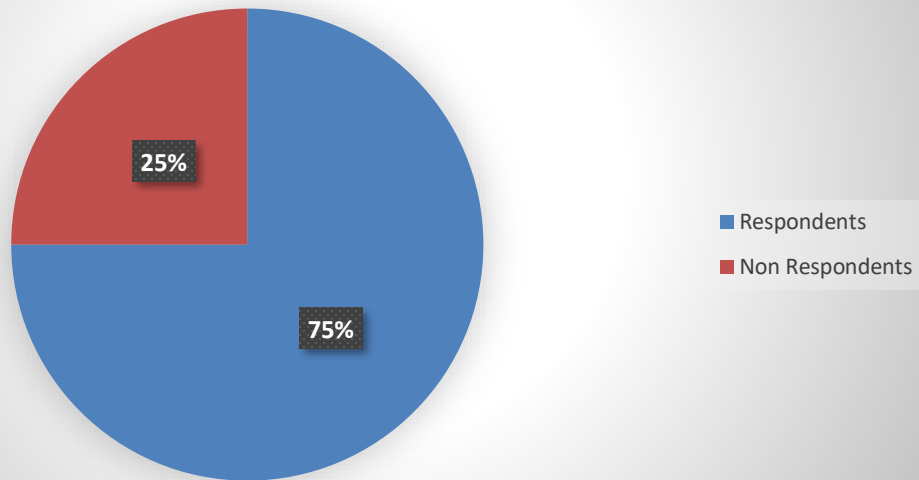
4.1 Table. I Shows the Response rate.

Response	Frequency (f)	Percentages (%)
Responded	30	75
Non Respondents	10	25
Total	40	100

Source: primary source

The table above shows that out of a total number of 40 respondents that received the self administered questionnaires, 30 respondents filled and answered the questionnaire to the satisfaction of the research. This gave a positive response rate of 75% and a non response rate of 25%. This was a good representative sample of the targeted population for decision making. This is shown in the following figure below;

PIE CHART SHOWING PERCENTAGES FOR RESPONSES AND NON RESPONSES



Source: primary data

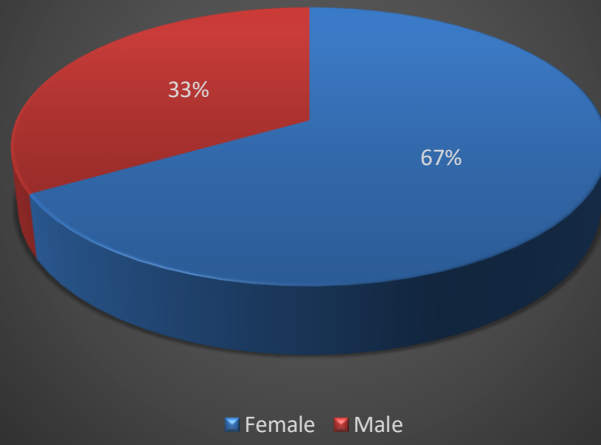
Table showing sex of respondent.

Sex	Frequency customers	Percentage for customers	Frequency workers	Percentage for workers
Male	5	33.3%	3	20%
Female	10	66.7%	12	80%
Total	15	100%	15	100%

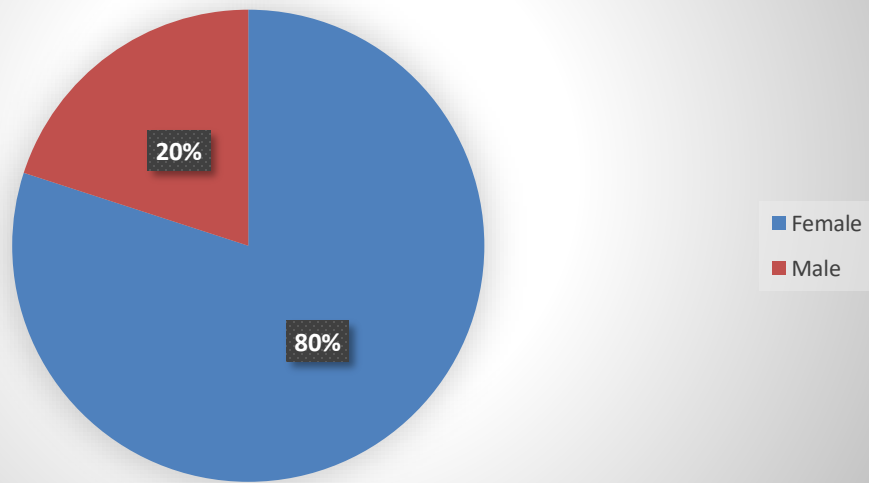
Survey question number 1

Table 2 shows the majority respondents of 66.7% customers are female and 33.3% customer respondents are male. On the other hand, it also shows that 80% respondents are female workers at vissl and 20% are male respondents who work at village hotel kiyunga mukono. An indication that the hotel mainly employs females who can easily be transacted and can apply good customer care.

PERCENTAGE OF CUSTOMERS RESPONDENTS BY SEX



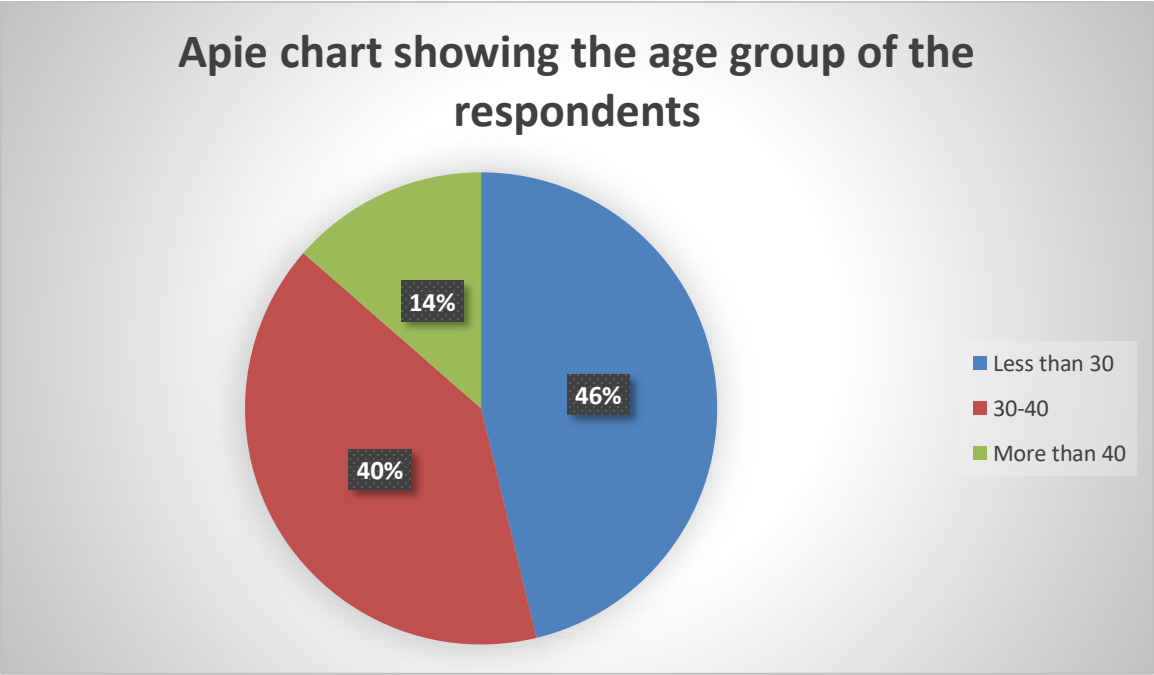
A PIE CHART SHOWING RESPONDENTS OF WORKERS BY SEX



Age	Frequency	Percentage
Less than 30	14	46%
30-40	12	40%
More than 40	4	13.5%
Total	30	100%

Survey question number

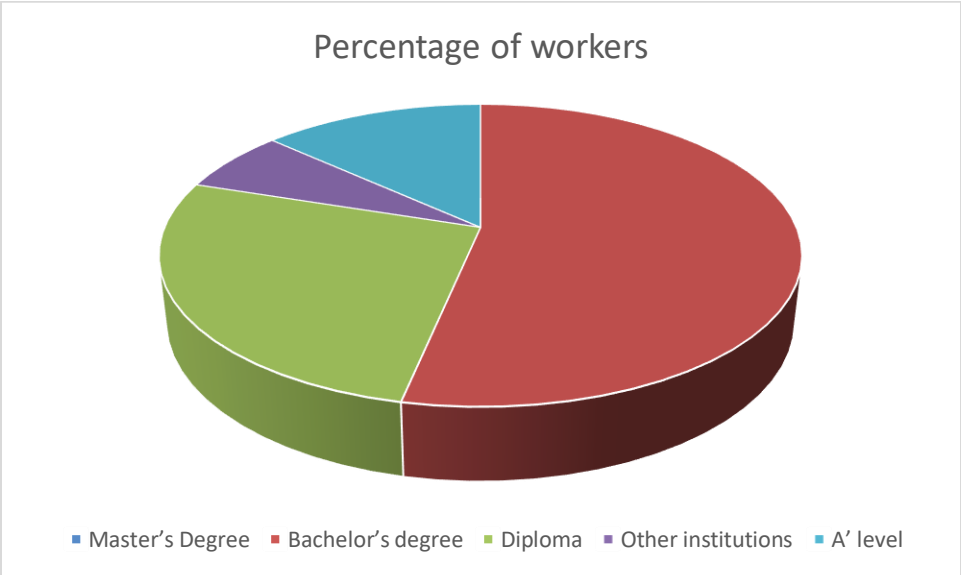
Table 3 shows that 46% of the respondents are less than 30 years old, 40% are between 30 40 years old and 13.5% are more than 40 years of age. Table 2 above shows that majority of respondents which is 46% are less than 30 years of age. An indication that serena hotel is especially visited by youths.

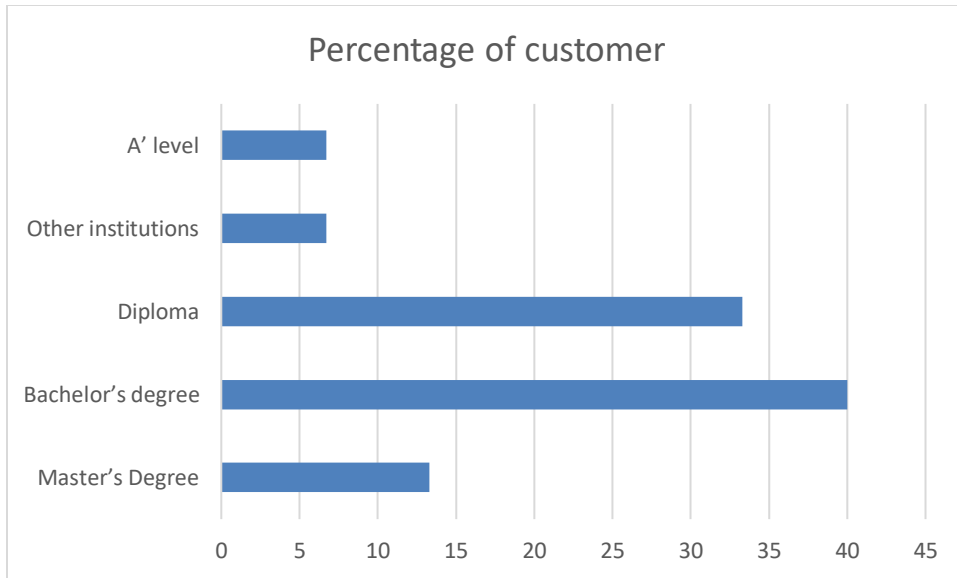


4.4 Table 4: Shows the education level of workers and customers

Level of education	Frequency of workers	Percentage of workers	Frequency of customers	Percentage of customer
Master's Degree	0	00	2	13.3

Bachelor's degree	8	53.3	6	40
Diploma	4	26.7	5	33.3
Other institutions	1	6.7	1	6.7
A' level	2	13.3	1	6.7
Total	15	100	15	100





Source: primary data Survey question number 3

Table 4 shows that majority of Vissioob for african hotel workers attained bachelors degree (53.3%) an indication that there is high level of education among the workers. On the other hand i also shows that 26.7% of workers attained a diploma level, 6.7% other institutions and 13.3% at least A level. This implies that majority of the workers were professionally qualified and hence knowledgeable to improve service quality.

More still table 4 above illustrates that 13.3% of the customers of African village hotel were master degree holders, 40% of the customers were degree holders, 3.3% diploma holders, 6.7% other institutions and 6.7% A' level certificate this implied majority of the respondents were knowledgeable.

CHAPTER FIVE:

DISCUSSION OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

5.0. Introduction

This section presents discussion of the study findings, conclusion, recommendations, and areas of further research

.5.1.0 Discussion of the Study Findings

5.1.1 Servicequality and customer satisfaction.

The study sought to establish the role of service quality on customer satisfaction. Findings showed that service quality is positively and significantly related to customer satisfaction. These findings are consistent with(Hansemark and Albinsson, 2004;Cao et al., 2018;Zhou et al., 2019), who contended that customer satisfaction is important due to its direct impact on customer retention and this results from the quality of services offered.Similar results are in line withSusskind et al.(2003)who affirms that service quality has a direct impact on customer satisfaction.

The outcomes of the study suggest that for customer satisfaction to attained, hotels must offer quality products to its customers characterized with durability as consideration of product durability aligns with the hotel's commitment to environmental sustainability and reduces waste by promoting responsible consumption. This further calls for the use of durable and highquality products as this contributes to a positive brand image, influencing guest perceptions of the hotel's commitment to excellence. Also, durability of products contributes to cost savings by reducing the need for frequent replacements or repairs and positively impacts the guest experience by ensuring that amenities, facilities, and services are consistently available and in good working condition. In light of the above, the study finding seems to suggest that product quality as a ploy towards enhancing customer satisfaction in hotels.

Finally, the findings posit that perceived quality can be a ruse to enhancing customer satisfaction as positive perception of product quality contributes to an enhanced guest experience, making the stay more memorable and enjoyable for guests. Despite this, this calls for hotels to offer high quality goods and services to it customers as high perceived quality allows the hotel to command premium pricing, reflecting the value guests place on the quality of the products and services. Also, the perceived quality of products influences guests' online reviews and ratings, contributing to a positive digital repuation and influencing potential guests. In context of the above statement, its clear that perceived quality as a thrust geared towards enhancing customer satisfaction as this contributes to building guest loyalty, encouraging repeat visits, and fostering positive wordofmouth recommendations.

5.1.2 Product quality and customer satisfaction.

The study sought to examine the role of product quality on customer satisfaction. The findings confirmed that product quality has a positive and significant effect on customer satisfaction. These findings are consistent with the earlier studies of Kotler et al. (2018) who alludes that product quality is the ability of a product to perform its intended purpose effectively as high-quality products ensure customer satisfaction which results into customer retention. This includes factors such as durability, reliability, accuracy, ease of use, and serviceability. This was in line with Lamb et al., (2011), who mentions that product quality has a positive significant relationship with customer satisfaction.

The findings point out that for customer satisfaction to be enriched in hotels, there must be service quality in terms of reliability as this gives the hotel a competitive advantage in the hospitality industry and contributes to the consistency of service delivery in the hotel. Furthermore, this requires hotels to have reliable and consistent performance as these builds trust and confidence among the guests and in turn affects the overall reputation of the hotel

.Similarly, enhancing customer satisfaction calls for assurance as far as service quality is concerned. This requires putting mechanisms in place to help in recovering from service lapses so as to ensure guest satisfaction. Furthermore, this also calls for putting assurance processes in place as this contributes to maintaining a consistent level of service across different departments and shifts which in turn influences guests returns and contributes to the longterm success of the hotel

.Lastly, the findings suggest that responsiveness can be a ruse to customer satisfaction as a culture of responsiveness positively affects employee morale and engagement, and in turn, contribute to the delivery of high-quality services. This calls for the ability to adapt and respond to individual customer preferences and requests thus contributing to the customization of services and overall quality improvement. Also, this requires prompt and attentive response to guest needs which contributes to an increase in overall customer satisfaction levels.

The study sought to examine the role of actual product performance on customer satisfaction. The findings confirmed that actual product performance has a positive and significant effect on customer satisfaction. These results are consistent with (Dan Jenkins and Nick Mival 2016) who contend that product design consultancy share an interesting model for customer satisfaction. Their model further breaks customer satisfaction into three main areas of Expectations, Use Experience, and longevity each with its own subcategories. This is further supported by (Harvey 1957), who affirms that the functional performance of a product performance and customer satisfaction in a world where 88% of businesses compete primarily on customer experience, understanding and prioritizing customer satisfaction has never been more crucial and if a product performance meets or exceeds customer expectations, it directly leads to customer satisfaction

. The findings point out that for customer satisfaction to be enriched in hotels, there must be actual product performance in terms of quality. This requires maintaining high-quality standards in daily operations as it improves the efficiency of the hotel services. Furthermore, delivering high quality experience gives the hotel a competitive advantage in the hospitality industry and influences the hotels' revenue and profitability.

Lastly, putting much attention to dependability can bolster customer satisfaction with in a hotel as this requires hotels to be reliable and consistent in terms of hotel which contribute to the overall guest satisfaction and builds trust and confidence among the guests. Furthermore, maintaining dependability in daytoday operations enhances the overall efficiency of the hotel which arises as a result of meeting or exceeding guest expectations through dependable services

. 5.2 Conclusions Based on the results from the study, we present the following conclusion to improve on customer satisfaction in hotels. The study sought to find out the role of product quality on customer satisfaction. The study findings depict that product quality positively affects customer satisfaction. The researcher therefore concludes that in order to improve on customer satisfaction, hotels need to improve on the durability of its products and services and also ensure positive perception of its quality by producing high quality product which contributes to building guest loyalty, encouraging repeat visits, and fostering positive word-of-mouth recommendations.

Similarly, the study sought to find out the role of service quality on customer satisfaction. The study findings portray that service quality positively affects customer satisfaction. The researcher therefore concludes that in order to improve customer satisfaction, hotels need to improve on its service quality branded with reliability, assurance and responsiveness as this gives the hotel a competitive advantage in the hospitality industry and contributes to the consistency of service delivery by building trust and confidence among the guests.

Lastly, the study sought to find out the role of actual product performance on customer satisfaction. The study findings reveal that actual product performance affects positively customer satisfaction. The researcher therefore concludes that in order to improve customer satisfaction, hotels need to improve on its actual product

performance characterized with quality and dependability as this enhances the overall efficiency of the hotel by meeting or exceeding guest expectations through dependable services which also in turn contributes to the hotel's reputation and influences the hotel's revenue and profitability

5.3 Recommendations

Based on the results and complementary conclusion, the researcher presents the following recommendations to further improve on customer satisfaction, There is need for hotels to enhance on its product quality branded with the durability of the products and services and also ensure positive perception of its quality by producing high quality product which contributes to building guest loyalty, encouraging repeat visits, and fostering positive word-of-mouth recommendations.

.Secondly, there is need for hotels to improve on its service quality branded with reliability, assurance and responsiveness as this gives the hotel a competitive advantage in the hospitality industry and contributes to the consistency of service delivery by building trust and confidence among the guests.

Lastly, there is need for hotels to improve on its actual product performance characterized with quality and dependability as this enhances the overall efficiency of the hotel by meeting or exceeding guest expectations through dependable services which also in turn contributes to the hotel's reputation and influences the hotel's revenue and profitability

.5.4 Areas for further studies

A cross sectional study should be conducted to determine the effect of staff attitude on customer satisfaction. This will allow repeated observation of the same respondents over time, and allow the researchers to follow their subjects in real time, and provide insight into the cause and effect of the variables under study.

The researcher also recommends a qualitative study to be conducted in order to get deeper insight into the relationship between staff attitude and customer satisfaction with in hotel. A process variable (mediator or moderator should be introduced) in order to explain the how staff attitude influences customer satisfaction.

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APPENDIX.

Interview Guide

Dear respondent, I am Saida Kyakuwa Musa, a student at Uganda Christian University conducting research on "staff attitude and customer satisfaction in the hotel industry". Conducted at Vision for African Hotel Kiyunga Mukono, Uganda. This data will only be used for academic purposes and I will ensure total confidentiality of the information given to me during this research. This research will contribute to the award of my Bachelor's degree of Tourism and Hospitality Management, so I humbly ask you for your cooperation. Thank you very much for the feedback.

Section A

Demographic Information

Age:

A. 18-25 B. 26-35 C. 36-45 D. 46-55 and above

2. Gender:

A. Male B. Female C. Other

3. Nationality: A. Ugandan B. Other (please specify): _____

4. Occupation:

A. Student B. Employed C. Self-employed D. Unemployed E. Retired

5. How often do you stay in hotels?

A. Frequently (more than 5 times a year) B. Occasionally (2-5 times a year) C. Rarely (once a year or less)
D. First time

Section B:

Customer Satisfaction

6. Overall, how satisfied are you with your stay at this hotel?

A- Very Satisfied B- Satisfied C- Neutral D- Dissatisfied E- Very Dissatisfied

7. How would you rate the quality of the following services?

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Room amenities

A- Room cleanliness B- Excellent C- Good D- Average E- Very Poor

(toiletries, bedding)

A - Excellent B - Good C - Average D - Poor E - Very Poor

Food and beverage services

A- Excellent B- Good C- Average D- Poor E- Very Poor

Internet connectivity

A .Excellent B.Good C Average D.Poor E.Very Poor

Overall ambiance and environment

-A. Excellent -B. Good - C.Average - D Poor - E.Very Poo

r8. How likely are you to recommend this hotel to others?

-A. Very Likely - B.Likely - C.Neutral - D.Unlikely -E. Very Unlikely

9. Did you encounter any issues during your stay? If yes, please specify:

A. Yes (please specify): _____ B. No Section C: Staff Attitude

10. How would you rate the attitude of the hotel staff in terms of the following?

-A. Friendliness - B.Excellent - C.Good - D.Average - E.Poor - F.Very Poor

Professionalism

-A. Excellent - B.Good - C.Average - D.Poor - E.Very Poor

Responsiveness to requests

-A. Excellent - B.Good -C Average - D.Poor

Problem-solving skills

A. Excellent B.Good C.Average D. Poor E.Very Poor

Communication skills

A.Excellent B- Good C - Average D - Poor E - Very Poor

11. Did you feel welcomed by the hotel staff during your stay?

A - Always B - Most of the time C - Sometimes D- Rarely E- Never

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12. Was the staff able to handle special requests or concerns effectively?

A - Always B - Most of the time C- Sometimes D - Rarely E - Never

13. In your opinion, how could the hotel staff improve their service? (Please specify):

_ Section D:

Overall Experience

14. What aspect of the hotel did you find most satisfying?

15. What aspect of the hotel did you find least satisfying?

16. Any additional comments or suggestions?

_Thank you for your time and feedback! Your responses will help us improve our services.