

**FACTORS INFLUENCING CUSTOMERS' SATISFACTION IN TOURIST
HOTELS IN TANZANIA**

I, the undersigned, certify that I have read and hereby certify to the acceptance of
the Open University of Tanzania the dissertation titled "Factors Influencing
Customer Satisfaction in Tourist Hotels in Tanzania" as a partial fulfillment of the
requirements for the degree of Master of Business Administration

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Date: 23rd October 2008



**DISSERTATION SUBMITTED IN A PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTERS OF BUSINESS
ADMINISTRATION OF THE OPEN UNIVERSITY OF TANZANIA**

2008

ABSTRACT

The major objective of this study was to investigate factors influencing customer satisfaction in tourist hotels. More specifically, the study intended to investigate whether there is significant relationship between the level of perceived service quality and customer satisfaction in tourist hotels, to assess the extent to which perceived price influence customer satisfaction in tourist hotels and to evaluate whether the hotel location has significant influence on customer satisfaction in tourist hotels. The survey covered some hotels allocated near the beach and those located at the city centers. The major findings from this study is that, among other factors, perceived quality, and perceived prices are influential factors in determining customers' satisfaction in the hotel industry. The study findings indicated that there was a positive and significant relationship between perceived quality, perceived price and customers' satisfaction in tourist hotels. However, the relationship between hotel location and customers' satisfaction was found to be weak in this study. Lastly, it was found that most of tourist hotels are opened and constructed not only in urban areas but also concentrating in strategic areas like beaches and other tourist centers which may be far from the city centers. The study recommended that setting reasonable prices and providing high quality of services may meet customers' satisfaction, hence attracting more customers from all over the world.