THE INFLUENCING OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN HOTEL INDUSTRY IN ZANZIBAR: A CASE STUDY OF KIWENGWA

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

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled: **The influence of Service Quality on Customer Satisfaction in Hotel industry in Zanzibar. The Case Study of Kiwengwa"** in partial fulfillment of the requirements for the Degree of Master of Business Administration Management of Open University of Tanzania.

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Dr. Salvio Macha

(Supervisor)

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DECLARATION

I**, Sadick, Said,** do hereby declare that, this dissertation is my own original work and that it has not been presented and will not be presented to any other University for a similar or any other degree award.

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Date

DEDICATION

I dedicate this work to my beloved family, for their unconditional love, encouragement and support, also to all the shareholders of hospitality and tourism who supported me.

ACKNOWLEDGEMENT

ABSTRACT

The aim of this study is to investigate the influence of service quality on customer satisfaction in the hotel industry a case study of Kiwengwa Zanzibar. From the study primary data were collected used a self-completion questionnaire developed from the SERVQUAL and distributed to sample size of 50 respondents who are tourists as a sample size from the total population of 150 tourists who uses hotel facilities and the model used was service quality dimensions which include variables of Tangibility, Reliability, Responsiveness, Assurance, Empathy and Prices. The researcher used secondary methods of data collection of which were previously gathered by other researcher such as project reports, books, internet, journal and documentary review. The type of data analysis conducted was descriptive used to describing characteristic of the sample used for showing frequencies, average and statistical calculations in which data were presented in tables and figures. As well as qualitative in testing the relationship between variables. Findings from data analysis revealed that as from the objectives and questions of the research out of all the dimensions measured in relating variables; tangibles, responsiveness, reliability, assurance and price portrayed that there is an influence of service quality on customer satisfaction except empathy in which there was a neutral out comes from the respondents. The 5 point Likert scale as an instrument of variables measurement were used on the questionnaire ranging from 1 (strongly disagree) to 5 (strongly agree). Hotels have to improve performance it performance by training its staffs on service quality due to the fact that it has great influence on customer satisfaction especially empathy in order to effectively fit on the global market of hotel industry.

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LIST OF ABBREVIATIONS

ACSI	American Customer Satisfaction Index
ECSI	European Customer Satisfaction Index
GDP	Gross Domestic Product
HOLSERV	Hotel Service Quality
LQA	Lodging Quality Index
MBA	Masters of Business Administration
MNRT	Ministry of Natural Resources and Tourism
OUT	Open University of Tanzania
SCSB	Swedish customer satisfaction barometer
SERVQUAL	Service Quality
SPSS	Statistical Package for Social Sciences
TANESCO	Tanzania Electric Supply Company
TTB	Tanzania Tourism Board
UNWTO	United Nations World Tourism Organization
URT	United Republic of Tanzania
ZCT	Zanzibar Commission of Tourism

CHAPTER ONE

INTRODUCTION

1.1   Overview

This chapter covers the background of the problem, statement of the problem and objectives of the study. The chapter also presents research questions, significance of the study and organization of the study.

1.2   Background to the Problem

According to the World Travel and Tourism Council (WTTC), (2019) report focusing on travel & tourism economic impact in 2019. Tourism and Hotel industry has become the world's fastest-growing sectors up to 3.9 percent, above global GDP growth of 3.2 percent and contributing a record $8.8 trillion and 319 million jobs to the world economy.

The rapid growth of the hotel industry has made it become highly competitive and is considered to be in the mature stage of its lifecycle (Daun & Klinger, 2006). The increase of many hotels establishments lead to high market competition in Kiwengwa Zanzibar, (Zanzibar Commission for Tourism, 2015). Many hotels are facing a great challenge of losing their customers due to several factors. Provision of poor customer care services that dissatisfy customers is the most intriguing factor. Customers tend to switch companies as an option when they experience poor customer care services in the hotels. Provision of high quality customer care service is one of the reliable strategies in maintaining a competitive advantage for the hotels to influence customer satisfaction. The tourism and hotel business are not exempted from customer service

quality concerns (Brown, Bowen, & Swartz, 1992; Tsaur & Lin, 2004). It is very important to differentiate one hotel's services from those of its competitors. To achieve this, managers should understand and satisfy customers' needs and wants by offering high quality customer services (Nadiri & Hussain, 2005).

These efforts would improve customer satisfaction; attract new customers, loyalty, retention, market share and overall profitability (Anderson et al., 1994; Oh & Parks. The provision of high quality customer services to hotel guests influencing high customers satisfaction, which, in turn, enhances the profitability of the service provider (Anderson & Sullivan, 1993; Dagger, Sweeney, &Johnson, 2007; Fornell, 1992).

Although numerous amount of research have been conducted in the field of customer service quality (Mohammad & Alhamadani, 2011; Chavan & Ahmad, 2013) very few has been done in the hotel industry (Khan & Fash, 2014) and even fewer in the context of developing countries regarding customer care and how they are influencing customer satisfaction in hotels (Ramsaran-Fowdar, 2007). This study therefore will attempt to fill the gap by investigating the customer services quality influencing customer satisfaction in the hotel industry in Zanzibar, focusing on Kiwengwa Hotels.

1.3 Statement of the Problem

The quality of service and the achievement of customer satisfaction are fundamental for the survival of hotel business (Taylor, 2001). Hotel companies are seeking to increase customer satisfaction through improved service quality (Siddiqui & Sharma, 2010).

Service quality has drawn attention from researchers and practitioners due to its strong impact on customer satisfaction also business performance and customer loyalty (Santouridis & Trivellas, 2010:333). Service quality and customer satisfaction has been put forward to be key success factors in gaining competitive advantage for service providers in satisfying customers (Hu, Kandampully & Juwaheer, 2009). Lovelock and Wirtz (2011) argue the foundation of customer satisfaction lies in service quality as a key input. As highly satisfied customers are more likely to become loyal ambassadors to the hotel, whereas dissatisfaction drives customers away and is a key factor in switching behavior.

Despite all wealth of empirical works on the subject concern customer services quality being a core strategic value that influencing customer's satisfaction, still has not been full adopted and practiced, though few hotel managers are aware about professional ways and the importance of providing high service quality as a way of influencing customer's satisfaction and many are taking it for granted. In which a design or layout of the organization environment and facilities are not the only problem for the business failure; but provision of poor customer service quality is highly accounted for customer dissatisfaction, spoil image and reputation of the hotel business through negative word of mouth by the customer in numerous venues such social media like Facebook, Instagram, Twitter and Trip Advisor which are the most important marketing global platform that can spread messages viral in a second. A successful hotel delivers excellent quality service to customers, and service quality is considered the life of the hotel. All these have been a great motive that influenced the ambition of conducting this research.

Many of research works done in Zanzibar in regards to service quality and customer satisfaction based on other filed such banking there has been few publication on this topic, which created a gap and this research works tended to fill it by focused on hotel at Kiwengwa.

1.4 Research Objectives

1.4.1 General Objective

The objective of this study was to investigate the influence of service quality on customer satisfaction in hotel industry.

1.4.2 Specific Objectives

(i)   To examine the influence of services quality on customer satisfaction at Kiwengwa hotels

(ii)   To determine prices of services and products influencing on customer satisfaction at Kiwengwa hotels

(iii)   To study whether the hotel physical environments and facilities are conducive to deliver satisfying services to its customers

1.5 Research Questions

The following research questions used to investigate the influence of service quality on customer satisfaction in hotel using SERVQUAL information and its dimensions.

(i)   Do service quality influence customer satisfaction in Kiwengwa hotels?

(ii)   Do prices of services and products influence customer satisfaction in Kiwengwa hotels?

(iii)   Do hotel physical environments and facilities conducive in delivering satisfying services to its customers?

1.6   Significance of the Study

The findings contribute to the body of knowledge by providing empirical evidence pertaining the influence of service quality on customer satisfaction in hotel industry as well as to fulfill the requirements of   the Master of Business Administration (MBA) degree of the Open University of Tanzania (OUT).   Furthermore, the researchers identified the gaps available, which formed a base for further studies in service quality and customer satisfaction in tourism industry in Zanzibar and elsewhere.

1.7   Scope of the Study

The study focused on the service quality in influencing customer satisfaction in hotel industry. The independent variable is service quality (*Reliability, Responsiveness, Empathy, Assurances Tangibility and prices)* however dependent variable is customer satisfaction leading to effects Length of stay, Customer loyalty, Repeat Sales, Referrals, Service quality, Handling of Customer Complaints, Company Image, Guest Retention. The study will also identify if demographic factors relate to customer satisfaction in the hotel industry. The study was conducted at Kiwengwa Zanzibar.

1.8   Organization of the Study

This study is organized in five chapters. Chapter one present background of the study, statement of the research problem, research objectives, research questions, significance of the study, scope of the study and organization of the study. Chapter

two present conceptual definitions, theoretical and empirical literature review. It also provides the research gap and conceptual framework. Chapter three covers research paradigm, research design, area of the study, population of the study as well as sample size and sampling techniques.

In additional, the chapter presents types of data, methods of data collection, data processing and analysis, measurement of variables, reliability and validity and finally ethical issues. Chapter four makes interpretation of data, analysis and discussion of the findings. Finally chapter five present summary of the findings, conclusion, recommendation, limitation of the study and suggested areas for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.1   Overview

According to Gall and Borg (2007), the purpose of the literature review is to inform the reader about what is already known and what is yet to be known, about problems or questions that a researcher plans to investigate. Thus the researcher becomes familiar with the research gap. This chapter depicts the definition of key terms, theoretical and empirical review of various research works relating to the service quality and customer satisfaction in hotel industry from other scholars. On other hand it presents the conceptual framework as the relationship of the study variables, in the hotel context.

2.2   Definition of Key Concepts and Theories

2.2.1   Hotel

A hotel is a commercial establishment providing lodging, meals, and other services to the guest. The Oxford English Dictionary online defined a hotel as an establishment providing accommodation, meals and other services for travellers and tourists by the night. According to Mackenzie and Chan (2009), a hotel is an establishment held out by the proprietors as offering sleeping accommodation to any person, who is able and willing to pay a reasonable sum for the services and facilities provided. Hotels and Catering Economic Development Committee (2008) also defined a hotel as an establishment of a permanent nature, which consists of four or more bedrooms, and offers bed and breakfast on a short term contract and provides certain minimum standards of services. The hotel industry generally comprises of all forms of business

relating to the provision of accommodation, food and drinks, entertainment and various types of such services that are interconnected to satisfy tourist needs, Patton, M. (1991).

2.2.2 Service Quality

Defining service quality from the customer's perspective Zeithaml et al.'s (2006) make a distinction between objective quality and perceived quality. Objective quality refers to measurable verifiable superiority against some predetermined ideal standard or standards. Perceived quality, on the other hand, refers to the consumer's judgment of the products overall excellence or superiority. Service quality is defined from the user's perspective as consistently meeting or exceeding the customer expectations (Zeithaml et al.'s, 2006).

Also, because the customer is often involved in the service production, a distinction needs to be drawn between the process of service delivery and the actual output of the service. Grönroos (2000) suggests the process of service delivery is called technical quality and relates to what the customer gets from the service. Functional quality is associated with how the service is delivered. Both the technical quality and the functional quality determine the service company's quality image (Boshoff, 2014).

2.2.3 The Concept f Service Quality

Knowing what the customer expects is the first and possibly most critical step in delivering service quality (Zeithaml et al.'s, 2006). The different types of service expectations that customer hold can be regarded on two levels, which Zeithaml et al.'s (2006) term the desired service level and the adequate service level. The highest, the

desired service is the level of service the customer hopes to receive; the wished-for level of performance. Adequate service represents the minimum tolerable expectation, that is, the bottom level of performance acceptable to the customer (Zeithaml et al.'s, 2006).

The differences between the desired service level and the adequate service level are called the zone of tolerance, which is the extent to which customers recognise and are willing to accept heterogeneity in service delivery (Boshoff, 2014). Customers' tolerance zones not only vary between services, but also over time and for different service dimensions (Zeithaml et al.'s, 2006).

The conception of quality is one of excessive interest in service and hospitality literature. The character of service quality in the triumph of hotel businesses cannot be starved of. It is vigorous for the hotel supervisors to have a good sympathetic on what precisely the consumers want. Recognizing the detailed expectations of consumers, the scopes of the service quality, and their virtual importance for consumers for each specific section of this industry would absolutely help supervisors and leaders in the challenge of refining the service quality (Akbaba, 2006).

From the evaluation of literature on quality, it has been an early investigation focused on crucial and determining the quality in the industrial sector. Though the efforts started in the manufacturing sector in the 1920s and investigation in services started to rise in the late 1970s in several parts of the world (Gummesson, 1991). Over the past three decades, especially in the industrialized nations the service sector has become the dominant part of the economy and the researches exposed that service quality is a

precondition for success and survival in this competitive environment, the interest in service quality has increased conspicuously (Ghobadian et al., 1994). Therefore, different explanations have been suggested throughout the years. Nightingale (1985) explained service quality as an evolving individual construct of values and expectations in contradiction of which an individual evaluates a product or service.

Gronroos (1984) elucidated it as the consequence of an evaluation process, where the user compares his or her expectations with the service he or she perceived and received. Parasuraman et al. (1988) clarified service quality as an attitude, associated but not equivalent to satisfaction and results from a contrast of expectations with perceptions of performance. Gummesson (1991) verified that many goods quality ideologies could be applied to the examination of service quality, as long as the "Lfactor: love, compassion, empathy, sense of humor, tacit knowledge, knowledge by acquaintance, and insights" are taken into account. Johns in 1992 illuminated quality contains of chains of sub-qualities or quality characteristics. Oliver (1993) defined it as the customer's perception of what service ought to be may change from what they believe they will likely receive. Ideal expectations drive quality, whereas desired expectations drive satisfaction. Brady and Cronin in 2001 confirmed that service quality is formed by three attributes: interaction quality, physical environment quality, and outcome quality; and nine sub-attributes: attitude, behavior, expertise, ambient conditions, design, social factors, waiting time, tangibles, and valence. LopezFernandez and Serrano-Bedia (2004) believed that quality is related with the delivery of service according to customer expectations more than to establishment classification. Presbury et al. (2005) cleared that there is a misunderstanding between

9 customer expectations and the service they actually receive. Narangajavana and Hu (2008) mentioned that service quality results from associating a consumer's real experience with his or her expectation of service.

2.2.4 Measuring Service Quality

The criteria that customers use to base their service quality expectation on can be referred to as the dimensions of service quality (Boshoff, 2014). Several measurement instruments have been developed that aim to capture and explain the service quality dimensions.

The first was the Nordic approach of Lehtinen and Lehtinen (1982) that introduced a three dimensional view of service quality, which consisted of interaction, physical and corporate quality (Wiese, 2013). The model proposed by Grönroos (1984) highlighted the role of technical (or output) quality and functional (or process) quality. The North American debate started with Parasuraman, Zeithaml and Berry (1985) who introduced the SERVQUAL model, a gap based measure, and Cronin and Taylor (1992) who presented the SERVPERF model, which was a performance only measurement. Among all the service quality models, SERVQUAL is the most widely used (Boshoff, 2014).

SERVQUAL has been developed in a series of stages leading to a consecutively more refined version. In the most widely used version by Parasuraman et al.'s (1988), the gaps model of service quality, where service quality is operationalized as the gap between expectation and performance perception of the customer using dimensions, namely:

(i)   Tangibles – the physical facilities, equipment and appearance of personnel.

(ii)   Reliability – the ability to perform the promised service dependably and accurately.

(iii) Responsiveness – the willingness to help customers and provide prompt service.

(iv)   Assurance – knowledge and courtesy of employees and their ability to convey trust and confidence.

(v)   Empathy – caring and individualized attention.

(vi)   Price – value for money, worth of the services and products.

Closing the gap between what customers expect and what they perceive is critical to delivering quality service and forms the basis for the gaps model. Regardless of the type of service, customers basically use similar criteria in evaluating service quality (Zeithaml et al.'s, 2006).

 Parasuraman et al.'s (1988) believes SERVQUAL provides a basic framework through its expectations and perceptions format encompassing statements for each of the five service quality dimensions. The measurement instrument, when necessary, can be adapted or supplemented to fit the characteristics of specific research needs of a company. Zeithaml, Berry and Parasuraman (1996) maintain that there is much debate as to the best way to operationalize service quality, whether as the difference between customers' perceptions and expectations rating or simply as the perception ratings. Both the SERVQUAL and SERVPERF models are widely used in the service quality research, but the performance only model has the advantage of efficiency in empirical data collection (Juga, Juntunen, & Grant, 2010).

2.2.5 Customer Satisfaction

Lovelock and Wirtz (2011:619) defined customer satisfaction as "a short-term emotional reaction to a specific service performance." Satisfaction is a customer's emotional response to their evaluation of the perceived discrepancy between his or her prior experience with the product and company and the actual experience performance, as perceived after interacting with the company and appropriating the product (Vavra, 2002). Kotler (2003) defines customer satisfaction as "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation". Therefore, satisfaction is closely related to customer's expectations. More specifically the narrower the gap is between the customer's expectations and the actual performance of the product of service, the higher is the customer's satisfaction (Santouridis & Trivellas, 2010).

Customer satisfaction is described as a function of expectations and disconfirmation resulting from comparison between expected and perceived performance. Therefore, satisfaction is a result of confirmation or positive disconfirmation of customer expectations, and dissatisfaction is caused by negative disconfirmation of customer expectations. It is also possible that customers with expectations of receiving bad service may in fact feel less dissatisfied than those who initially expected good service. It is expected, however, that most customers will be dissatisfied when there is bad service (Durvusula, Lysonski, Mehta & Tang, 2004).

Customers that have expectations can judge performance. Therefore, companies need to understand their customer's requirements and expectations to find out what's important for them and have the knowledge of the variables that can potentially influence their service quality expectations (Du Plessis, 2010).

2.2.6 The Concept of Customer Satisfaction

Boshoff (2014) maintains in the service environment that there are two schools of thought in how customer satisfaction is viewed either an outcome of a consumption activity or experience and a process in terms of what was received or what was expected. Boshoff and Gray (2004) advocate both schools of thought had been widely recognized in the literature.

The process-orientated approach seems more appropriate in the service environment given that consumption is an experience and consists of collective perceptual, evaluative and psychological processes that combine to generate customer satisfaction. The satisfaction as a process school of thought stresses that satisfaction or dissatisfaction is not inherent in the product but instead in the individual's perceptions of that products attributes as they relate to that individual.

Therefore, satisfaction is personal and is formed by the interaction of perceptual interpretation of the service and customer expectations of that service. Consequently, different customers will have varying levels of satisfaction for an experience which is essentially the same (Boshoff & Gray, 2004).

In the previous studies, the issue of consumer satisfaction has also expanded much consideration. Customer satisfaction received a great deal of consideration in the literature due to its possible influence on consumer buying intentions and their retention (Solnet et al., 2010; Kim, 2011; Rust & Oliver, 1994). It is generally approved that satisfaction is connected to consumer expectations and is defined as an overall feeling or emotion subsequent from the consumer's disconfirmed expectations

(Bolton & Drew, 1994; Rust & Oliver, 1994). This denotes that satisfaction influence on whether an individual senses that the product or service offered provides positive value (Rust & Oliver, 1994). In this sense, satisfaction is observed as a subjective feeling, which implies the degree to which the consumer's expectations regarding a particular purchase encounter are encountered. 11 Customer satisfaction may be appraised according to whether it meets a determined level of expectation. Such estimate can influence repurchase intentions (Tsiros & Mittal, 2000), tendency to provide recommendations (Baker & Cameron, 1996), positive word of mouth (Lin, 2010) and repurchase intentions (Han & Back, 2007).

In today's world of powerful competition, the key to sustainable competitive advantage is in distributing high quality services that will in turn consequence in satisfied customers. Therefore, there is not even a bit of doubt about the importance of service quality as the final goal of service providers throughout the world. Many studies communicated about the relationship between service quality and customer satisfaction, (Fornell.et al, 1996) determined that service quality is one of the most significant determinants of the American customer satisfaction, (Parasurman.et al, 1988) demonstration that service quality is the difference between the expected service and perceived service.

Cardozo (1965) suggested satisfaction happen when consumers either authorize their pre-purchase opportunities for an obtained service or completely surpass their expectations about purchased services. Howard and Seth (1969) explained it as the purchaser's cognitive form of being sufficiently or inadequately pleased for the detriments he or she has suffered. Engel and Blackwell (1982) verified as estimation

that the chosen alternative is dependable with prior beliefs with consideration of alternative.

In a similar manner, Pizam and Ellis (1999) recommended that customer satisfaction a psychological concept that includes the feeling of happiness and pleasure that results from gaining what one hopes for and expects from an pleasing product and service. Oliver in 1993 stated that the swift psychological state subsequent when the sentiment adjacent disconfirmed anticipation is joined with the user's prior 12 sensation about the consumption experience. Schiffman and Kanuk (2004) identified it as the individual's awareness of the performance of a product or service in relation to his or her expectations. Therefore, clients can have numerous levels of satisfaction for the similar service grounded on their predetermined notions.

2.2.7   Measuring Customer Satisfaction

Zeithaml et al.'s (2006) propose customer's perception of their encounter with a company can be either transaction specific perceptions as well as overall perceptions of a company based on all their experiences. A distinction when researching customer satisfaction is how it is conceptualized, either as transaction-specific or cumulative. Transaction specific satisfaction refers to "the customers dis/satisfaction with a discrete service encounter" and overall satisfaction refers to "the customer's overall dis/satisfaction with the company based on all encounters and experiences with the particular company" (Zeithaml et al.'s, 2006).

Jones and Suh (2000) advise customers are likely to comment on events of a service interaction, e.g. specific employee actions when asked about transaction specific satisfaction. Conversely when asked about overall satisfaction, customers are likely to

comment on global impression and general experiences with the company, e.g. the honesty of the company. In general, transaction-specific satisfaction may not be perfectly correlated with overall satisfaction since service quality is likely to vary from experience to experience causing varying levels of transaction-specific satisfaction (Jones & Suh, 2000). Whereas, overall satisfaction can be viewed as a moving average that is relatively stable and or like an overall attitude, for example a customer may have a dissatisfying experience because of a rude employee at hotel customer check in desk (i.e. low transaction specific satisfaction) yet still be satisfied with the hotel (i.e. overall satisfaction) due to multiple previous satisfactory encounters (Jones & Suh, 2000).

Boshoff and Gray (2004) postulate that more recently research has focused on satisfaction at a more general or organizational level. From this brand specific perspective, satisfaction is an overall judgment based on many transient experiences with goods or service over time and as such satisfaction can be thought of as an ongoing evaluation of a company's ability to deliver the benefits a customer is seeking. Zeithaml et al.'s (2006) recommend that overall satisfaction is likely to be multidimensional based on all encounters and experiences with a service company. In addition, overall satisfaction is a better predictor of loyalty as transaction specific satisfaction is critical for diagnosing service issues and making immediate changes (Zeithaml et al.'s, 2006).

Customer satisfaction always referred to as aimed ambition and target of each hotel business which lead to the increase of Length of stay, Customer loyalty, Repeat Sales,

Marke, Referrals, Service quality, Handling of Customer Complaints, Company Image, Guest Retention.

2.3   Theoretical Background

2.3.1   Expectancy Theory

(Vroom, 1964) recommends that an individual will choose to perform or act in a particular way because they are inspired and motivated to select a precise action or feelings over other actions due to what they accept the result of that selected performance will be. Because of the desirability of the outcome, the behavior has been selected.

By applying expectancy theory, the relationship due to the influence of service quality on customer satisfaction has been explained, in which tourists had their own expectation and desirable experience by staying at Kiwengwa Hotels, hence they expected nice environments and confortable facilities, effective responsiveness, reliability, assurance, empathy as well as reasonable prices.

2.3.2   Social exchange theory

This theory was developed by (Blau, 1964) individual would adopt exact behaviors based on the norm of reciprocity to express appreciation to the group or business. Within this situation, individual perform in an assured way and they understand the sense of the activities and they form their behavior to achieve goal and bring benefits for them to adopt a specific behavior to express the gratitude to the services.

By applying social exchange theory, the relationship on influence between service quality and customer satisfaction has been explained. As hotel customers always tend

to follow the norms, recommendation, comments of their fellows who experienced the service quality of a particular hotel at Kiwengwa, which become a motive for them desire the experience.

2.3.3   Disconfirmation Theory

In marketing literature (Churchill and Surprenant, 1982; Oliver, 1980) as well as in recent information system studies (McKinney et al., 2002), the disconfirmation theory emerges as the primary foundation for satisfaction models. According to this theory, satisfaction is determined by the discrepancy between perceived performance and cognitive standards such as expectation and desires (Khalifa and Liu, 2003).

By applying social exchange theory, the relationship and influence between service quality and customer satisfaction has been explained especially after the guests who stayed at the certain hotel in Kiwengwa convincing others of the assurance, responsiveness, and suitable offers of hotel prices, which in turn attract many customers.

2.2.4 Models in Service Quality

In this model of service quality, comprising dimensions of tangibility, reliability, responsiveness, assurance, empathy (Parasuraman. et al., 1988). Useful in measuring services quality. Several studies have identified SERVQUAL, but Parasuraman et al. (1985) were the first to point out that the direction of marketing services, such as in the hotel industry, is difficult to understand compared with product quality because the hospitality is based on intangible. Several studies reported that the SERVQUAL scale is not universal because the dimensionality of service quality apparently depends

on the type of service examined (Ladhari, 2009, p. 311). There has been variable help for the validity of the SERVQUAL model in the hotel service industry (Ladhari, 2009; Wilkins et al., 2007).

2.3   Empirical Literature Review

According to different studies in hotels service quality mainly focus in meeting tourists need and satisfy customers (Eshghi et al., 2008); (Douglas & Connor, 2003), also because it deals with expectations and perceptions of customers which is difficult as well to determine due to the complexity of human behavior. In the hotel industry the services provided are intangible This means that service providers must try to determine the level of intangibility of services and try to include tangible elements that could aid understanding of expectation from what influences consumer's satisfaction (Beamish & Ashford, 2007).

Watiki (2014) studied on service quality and customer satisfaction in hotel in nairobi-Kenya and concluded that the service quality dimensions have different impact in influencing customer satisfaction. Reliability dimension was found to have the highest impact followed by Empathy and Tangible. Responsiveness and Assurance were seen to influence customer satisfaction the least.

However, all the five dimensions were highly rated and it was concluded that the rated Hotels offers high quality of services in all the five major areas. Kumar *et al*. (2009) used the SERVQUAL model in a research to determine the relative importance of critical factors in delivering service quality of banks in Malaysia (Kumar *et al*. 2009). After they carried out their study they realized that there are four critical factors;

tangibility, reliability, convenience and competence. These variables had significant differences between expectations and perceptions with tangibility having the smallest gap and convenience has the largest gap. They ended up with the recommendation that banks need to be more competent in delivering their services and fulfilling the assurance of customers and providing the banking services more conveniently (Kumar *et al*. 2009).

Other studies examined on the quality of service standards and related factors in tourist hotels in Arusha, Tanzania, the researcher noted that managers' and guests' perceptions on service quality standards differ significantly; and management practices influence significantly the service quality standards in tourist hotels in Arusha Mbise, (2012). In addition, in Dar es Salaam, Mkama, (2015) did a study on service quality in tourist hotels in Tanzania and found that many hotels lack emergency medical services; tourist customers think it is an important service. In 2003, another Lodging quality index (LQI) to assess customers' perception of quality delivery was proposed by J. M. Getty., R. L. Getty (2003). The study began with the same 10 original dimensions that were used to develop SERVQUAL namely Tangibility, Reliability, Responsiveness, Competence, Courtesy, Credibility, Security, Access, Communication, and Understanding with initial 63-item instrument to measure customers' perception of delivered quality. After reliability and validity testing through empirical evidence, final lodging quality index (LQI) comprised 26 items covering 5 dimensions namely Tangibility, Reliability (includes original reliability and credibility dimensions), Responsiveness, Confidence (includes original competence, courtesy, security, and access dimensions), and Communication

(includes original communication and understanding dimensions). More significantly, Mei et al. in 1999 examined the dimensions of service quality in the hospitality industry and proposed HOLSERV scale by extending the SERVQUAL scale to include 27 items with 8 new items.

This study tested the reliability and validity of HOLSERV and determined which dimension is the best predictor of overall service quality. Key findings of the study are that service quality is represented by three dimensions in the hospitality industry, relating to employees (behavior and appearance), tangibles and reliability, and the best predictor of overall service quality is the dimensions referred to "employees". Customer satisfaction has become a vital concern for companies and organizations in their efforts to improve product and service quality, and maintain customer loyalty within a highly competitive marketplace (Awwad, 2012). Through previous three decades, a number of customer satisfaction indicators have been developed and applied across different countries. The first national customer satisfaction index was introduced in 1989 namely Swedish customer satisfaction barometer (SCSB) by Claes Fornell (1992). In 1996, Fornell developed the American Customer Satisfaction Index (ACSI) (Fornell, 1996) based on SCSB which then has been become increasingly well-adopted scale in many countries.

Moreover, the European Customer Satisfaction Index (ECSI) was established and introduced in 11 European countries (Turkyılmaz, 2007). In these scales, customer satisfaction items were identified based on the popular view point about customer satisfaction stated that satisfaction is associated with performance that fulfills (equal to or above) expectations (Heung, 2000).

In other word, customer satisfaction items will measure whether or not the quality of a service meets a customer's expectations. LODGSERV (Knutson et al., 1990), LQI (J. M. Getty & R. L. Getty, 2003), and HOLSERV (Mei et al., 1999) are all developed on the basis of SERVQUAL scale to measure service quality in the lodging, hospitality industry. Moreover, there have been numerous empirical studies supporting for the validity of the SERVQUAl model in the hotel service industry (Wilkins et al., 2007; Ladhari, 2009).

These study adapted SERVQUAL scale with some modifications to measure hotel service quality such as Tsang and Qu (2000), Al Khattab & Aldehayyat (2011), Boonitt & Rompho (2012), Karunaratne & Jayawardena (2010), Juwaheer & Ross (2003). Moreover, there are studies which not only apply SERVQUAL to measure hotel service quality, but also use this measurement to investigate the impact of service quality on customer satisfaction such as Hossain (2012), Markovic & Raspor (2010), Juwaheer (2004).

In Vietnam, there are a few studies investigating the linkage between service quality and customer satisfaction in Vietnamese tourism industry such as Analyzing factors that affect tourists' satisfaction with service quality by Vu (2012), Examining domestic tourists' satisfaction with tourism service by Dinh et al., (2011). However, these studies focus on several specific regions and need more intensive studies. To address this need, the study, based on SERVQUAL model with some customizations, aims to empirically examine the influence between service quality and customer satisfaction in Kiwengwa Hotels, Zanzibar.

2.4   Research Gap

A number of studies have been conducted on the subject of service quality and customer satisfaction. However, most of these studies have been done abroad like UK, USA as well as Australia. While in Zanzibar and Tanzania generally, where the hotel industry has been facing with a number of challenges not experienced in developed countries. There are very few studies have been conducted relating to the context in Zanzibar. This created a gap that this research focused on investigating and coming out with solutions of the problem.

On other hands, for those that happened to be conducted in Tanzania in generally. Most of them focused much on other sector like service quality in commercial banks (Lwekamukamu 2015) and customer satisfaction in TANESCO (Kabendera 2014). (Hassan 2013) importance of customers' complaints handling in the banks. Assesment of customer service quality and customer satisfaction in the banking sector (Edwin g. Mtui 2011). Determinants of quality customer service in tourist hotels in arusha region, Tanzania (Jovita costas dallaris, 2017). Therefore, this research fills this knowledge gap by examining the influence of service quality on customer satisfaction in Kiwengwa Zanzibar hotels.

2.6   Conceptual framework

The SERVQUAL model is used as main concept to assess service quality and customer Satisfaction. This means that customer satisfaction could be measured using the various service quality dimensions. This is because it is important to be aware of how customers perceive service quality in hotels and the factors that affect these

perceptions. (Shahin, 2005, p.3) Buttle, (1996, p.8) mention several researchers that have used the SERVQUAL model in various industries (retailing, restaurants, banking, telecommunication industry, airline catering, local government, hotels, hospitals, and education) dimensions like tangibility, responsiveness, assurance, Reliability, empathy, price in the hotel industry. (Parasuraman et al., 1988) is one of the most widely used mode to measure service quality in various service fields including hotel business Thus, the researcher used SERVQUAL model to examine the influence of service quality on customer satisfaction in the hotel industry.

Predicted Model of Customer Satisfaction based on Service Quality dimensions

Independent Variables   **Dependent Variable**

Service Quality
Tangibility
Reliability
Responsiveness
Empathy
Assurance
Prices

Customer Satisfaction
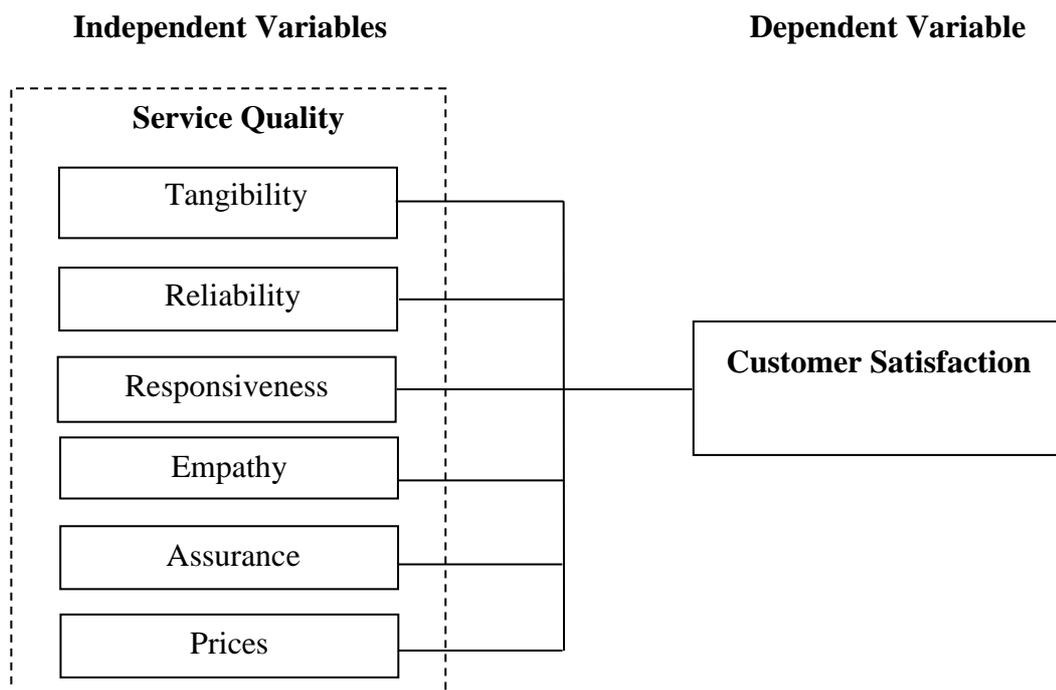
Figure 2.1: Conceptual Framework

Source: Researcher, (2020)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Overview

This chapter presents research methodology which is comprised of research design, Area of the study, targeted population, sampling procedure and sample size, sources of data and collection methods and data analysis techniques. Yet the chapter presents validity and reliability of the research instruments and ethical considerations.

3.2   Research Design

The research design is described as the overall plan according to which the respondents of a proposed study are selected, as well as the means of data collection or generation (Welman *et al.* 2005). According to Kothari (2009), research design is a plan, a road map and blueprint strategy of investigation conceived so as to obtain answers to research questions; it is the heart of any study. The design helps the researcher to get relevant data to achieve the objectives of the study. The type of analysis conducted was descriptive in describing characteristics of population or phenomenon being studied using frequencies and percentages whereas data were presented in tables and figures.

On other hand qualitative was used in gathering non numerical data focusing in relating the dependent and independent variables for the case of hotels in Kiwengwa Zanzibar. Bickman., Rog (1998) argued that descriptive studies can answer questions such as what is or what was. The descriptive study is mostly preferred because of

observing and measuring without manipulating the data, and qualitative focus on associations or relationships between variables analyzed in research, the influence of service quality on customer satisfaction in Kiwengwa Zanzibar hotels.

3.3   Area of the Study

This study was conducted at Kiwengwa Region in Zanzibar. This is located on the East Coast of Zanzibar Indian Ocean. The region has been chosen due to the facts that are one of the major tourists destination with great number of tourists accommodated on the island with collection of many hotels establishments and recreational sports activities for tourists. The area has also been chosen because the researcher always organizes familiarization trip and site inspections with the Travel Agents around Kiwengwa hotel thus data collection become possible, accessible and researcher might achieve high response rate of the questionnaires.

3.4   Study Population

According to Kothari (2007), the term population means an entire group of individuals, events or objects that have common observable characteristics. It refers to all elements that meet certain criteria for inclusion in a given universe.

The study used case study based approach to a targeted population, a total of hundred and fifty (150) populations included tourists who visited the hotel for a day trip as well as those who were accommodated to stay at Kiwengwa hotels in Zanzibar. At least 30% of the total population is representative (Borg and Gall, 2003). The population of customers included both local and foreign tourists. They were interviewed to help in achieving answers to the study questions and objectives.

Information regarding customers and service providers was obtained from 5 hotels at Kiwengwa Zanzibar that essentially provide accommodation, meals and drinks services to its customers.

3.5   Sample and Sampling Technique

Sampling is a process or technique of choosing a sub-group from a population to participate in the study. It is the process of selecting a number of individuals for a study in such a way that the individuals selected represent the large group from which they were selected (Ogula, 2005). Sampling refers to the selection of a subset of persons or things from a larger population, also known as a sampling frame (Scott and Morrison, 2007), with the intention of representing the particular population (Gall *et al.* 2007; Neuman, 2011).

In this study sample of 50 tourists respondents were obtained through the use of random sampling technique. This was an effective technique as a researcher had to interact with respondents in different hotels who are scattered in different areas of the hotels such as reception, bar as well as restaurant supplying the questionnaire and requesting them to fill.

Table 3.1: Hotels and Sampling Population

S/N	Name of Hotel	Hotel Rank	Population Size of tourists	Sample Size of tourists
1.	Melia Zanzibar Hotel	5*****	55	20
2.	Sultan Sands Island Resort	4****	45	10
3.	Sun Shine Hotel	3***	25	10
4.	Shooting Star Hotel	2**	15	7
5.	Kiwengwa Apartment	1*	10	3
		Total	150	50

Source: Researcher Data, 2020

3.6   Procedures for Data Collection

According to Kothari (2007), procedure for data collection defined as a guideline for the collection, processing and analysis of data from selected population.

3.6.1   Types of Data

The task of data collection follows after a research problem has been defined and research design chalked out (Kothari, 2007). In this research two types of data, namely primary and secondary data were collected.

3.6.1.1 Primary Data

The primary data are those, which are collected afresh and for the first time and thus happen to be original in character. In this study, primary data was collected from respondents through questionnaires, interview and observations. Questionnaires were specifically designed to answer research questions and attain research objectives.

3.6.1.2 Secondary Data

Secondary data, on other hand are those which have already been collected by someone else and which have already been passed through statistical process. Secondary data for this study was collected from books, journals, articles, reports and newspapers, both published and unpublished, as well as from online sources. For reviewing of other researchers works and generating different arguments and facts on the context of service quality and customer satisfaction.

3.7   Measurement of Variables

The main variables of the study are service quality and customer satisfaction. This research used standard questions adopted from previous studies to measure the variables.

3.7.1 Services Quality

Service quality of Kiwengwa Hotels is measured using SERVQUAL model which was introduced by Parasuraman, Zeithaml and Berry (1985), Among all the service quality models, SERVQUAL is the most widely used (Boshoff, 2014). SERVQUAL has been developed in a series of stages leading to a consecutively more refined version. In the most widely used version by Parasuraman et al.'s (1988), the gaps model of service quality, where service quality is operationalized as the gap between expectation and customer satisfaction using five dimensions as among variables namely:

(i)   Tangibles – the physical facilities, equipment and appearance of personnel.

(ii)   Reliability – the ability to perform the promised service dependably and accurately. Responsiveness – the willingness to help customers and provide prompt service.

(iii)   Assurance – knowledge and courtesy of employees and their ability to convey trust and confidence.

(iv)   Empathy – caring and individualized attention.

(v)   Price – value for money, worth of the services and products

Closing the gap between what customer expectation and what they perceive in creating satisfaction or dissatisfaction forms the basis for the gaps model. Regardless of the type of service, customers basically use similar criteria in evaluating service quality (Zeithaml et al.'s, 2006).

 Parasuraman et al.'s (1988) believes SERVQUAL provides a basic framework through its expectations and perceptions format encompassing statements for each of the five service quality dimensions. The measurement instrument, is adapted or

supplemented with format through the use of five-point likert rating scale [1 – 5] where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree. The purpose of a 5-point Likert scale was to offer respondents more choice and better capture variability in their attitudes and feelings (Hinkin, 1995). Scores from the items were averaged to yield summary scores reflecting employee commitment. The instrument has been tested and used previously.

3.7.2 Measuring Customer Satisfaction

Customer satisfaction as an out comes from perceived service quality. In which the outcomes of evaluated from the adopted SERVQUAL model leading to overall measurement or judgment of customer satisfaction The measurement instrument, is adapted or supplemented with format through the use of five-point likert rating scale [1 – 5] where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree. The Boshoff and Gray (2004) satisfaction is an overall judgment based on many transient experiences with goods or service over time and as such satisfaction can be thought of as an ongoing evaluation of a company's ability to deliver the benefits a customer is seeking.

Zeithaml et al.'s (2006) recommend that overall satisfaction is likely to be multidimensional based on all encounters and experiences with a service company. In addition, overall satisfaction is a better predictor of loyalty as transaction specific satisfaction is critical for diagnosing service issues and making immediate changes (Zeithaml et al.'s, 2006). From a 5-point Likert scale which was employed portraying the scores averaged that in summary reflecting the customer satisfaction levels.

3.8   Validity and Reliability of the Research Instruments

3.8.1   Validity of the Research Instruments

Reliability defined as the extent to which results are consistent overtime ((Saunders, Lewis & Thornhill, 2012). Reliability has to do with accuracy and precision of measurement procedures. Validity implies applicability and usefulness of the data obtained through such reliable design and all the way to conclusive findings (Kothari, 2007). Pilot study was done to test whether the tools are truly measuring what they intended to measure (Kothari 2007). Reliability of the tool was made by piloting the questionnaires before a comprehensive exercise of data collection to see if the tool can give consistent response from different respondents.

Moreover, Polit and Beck (2004) narrated that a valid instrument is the one which has undergone a validation procedure to show that it accurately measures what it aims to, regardless of who responds, when they respond, and to whom they respond or when self-administered and whose reliability has also been examined thereby. By that the researcher conducted a pre-test to the questionnaire prior to data collection to enhance its validity. Pre-testing of research instrument is done to determine its feasibility and validity (Brink and Wood 1998). This was also done by submitting the questionnaire to one of the hotels with characteristics similar to the sampled hotels. Therefore the questionnaire was assessed for face validity and content validity.

Face validity refers to whether the instrument appears as though it is measuring the appropriate construct (Polit and Beck, 2004). Yet, the researcher ensured validity, by further sharing the details and structure of the research instruments with the supervisor for analysis, for cross-checking and affirming that indeed the research instrument

captured the full concept of the study and objectives and if there were irregularities that could have hindered data analysis, a refine of instrument would then have been conducted to suit the study.

3.7.2   Reliability of the Research Instruments

Reliability is a measure of the degree to which a research instrument yields consistent results or data after a repeated administration (Mugenda and Mugenda, 2003). The reliability of the instrument will be achieved when the similar results are obtained when used consecutively for two or more times. In this, the questionnaire reliability was tested by pre-testing a questionnaire in one of the hotels with characteristics similar to the sampled hotels.

3.9   Methods of Data Collection

3.9.1   Questionnaire

Questionnaire is a set of questions, which are usually sent to the selected respondents to answer at their own convenient time and return the filled questionnaire to the researcher. The reason for using questionnaire includes its ability to cover a large sample size at a low cost and give a respondent adequate time to give well though-out answers. (Saunders, Lewis & Thornhill, 2012).

Questionnaire divided into three parts. First party for introduction, second seeks to obtain the personal information of the tourist respondents third questionnaires of the subject matter which has been classified in 7sections. The questionnaires were open and close-ended questions.

3.10   Data Processing and Analysis

Orodho (2004) defined data analysis as a process of systematically searching and arranging transcript, field notes, data and other materials obtained from the field with the aim of increasing ones understanding of them and enabling one to present them to others. Why do we analyze data? The purpose of analyzing data is to obtain usable and useful information. The analysis, irrespective of whether the data is qualitative or quantitative, may describe and summarize the data, identify relationships between variables, compare variables, identify the difference between variables and forecast outcomes.

The study used both secondary and primary data. The primary data was collected using research questionnaire. All returned questionnaires were numerically coded to maintain anonymity. Data was analyzed using statistical package for social sciences (SPSS) version 20.0 and data obtained was also displayed using tables.   The data was also displayed using descriptive statistics such as frequency distributions, percentages and averages. The contingency table and test of association used to evaluate various characteristics of the responses. Qualitative data was analyzed through content analysis. In this study content analysis used to analyze data collected through interviews. Qualitative data was presented through preparing compilation sheets, flowcharts, diagrams or matrices.

3.11   Ethical Considerations

Cooper and Schindler (2008) defined ethics as the norms or standards of behavior that guide moral choices about our behavior and our relations with others all through the research stages. According to Anderson (2015), a researcher should follow the

recommended steps and guidelines when conducting research in a responsible and ethical way. In this study the researcher from the early stages of the study had complied with the ethical guidelines as described by the Open University of Tanzania. The research permit was sought from the Open University of Tanzania and that the study   only took place after the permit was provided.

The researcher introduced himself to the respondents indicating her title and position, detailed explanations of the nature, the purpose of the study and the importance of their participation. They were assured that participation in the study was voluntary and failure to comply would not result in any penalties. The researcher gave the respondents his contact address in case they needed to contact him regarding the study and their participation.

The researcher committed himself to maintain anonymity and confidentiality. Anonymity is the process of concealing the identity of participants in all documents resulting from the research. Confidentiality is about protecting the individual from potential harm when research results are made public Saunders *et al. (*2009).

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.1   Overview

This chapter comprises of presentation, analysis and discussion of findings which resulted from the research on service quality influencing customer satisfaction, a case study of Kiwengwa hotels in Zanzibar. The data obtained from the respondents through questionaires, covering the following aspects, Respondent's biographical characteristic and experience of Kiwengwa hotels, service quality influence customer satisfaction, prices of services and products in influence on customer satisfaction, hotel physical environments and facilities conducive in delivering satisfying services to its customers. The researcher revealed the followings:

4.2   Presentation of Findings on the Descriptive Statistics of Respondent's Biographical Data Characteristics

The respondents were interviewed on biographical data demographic including the following characteristic age, gender, level of education level, occupation, nationality and country distribution. In service quality investigation it is important to probe the respondents' demographics because the characteristics of respondent groups can influence perceptions and expectations of a product or service (Stanton et al 1995).

4.2.1   Gender of the respondents

The result in the table 4.1 indicate that 23(46.0%) of the respondents were male and 27 (54.0%) of the respondents were female. The result showed that the majority of the

respondents were female this is due to the facts that mostly women are the one who are much attracted on leisure travelling than man.

Table 4.1: Gender of the Respondents

		Frequency	**Percent**
	Male	23	46.0
	Female	27	54.0
	Total	50	100.0

Source: Field data (2020)

4.2.2 Age Distribution of the Respondents

The study in table 2 below indicate that age group under 25 years were 13 (26.0%) of the respondents; 25 – 35 years where 10 (20.0%) of the respondents; 36 – 45 years were 12 (24.0%) of the respondents; 46 – 55 years were 11 (22.0%) and above 55 were 4 (8.0%) of the respondents. The result showed that majority of the respondents were young under 25 followed by between 36 – 45 years which make sense that many of the travelers include adults and young once as family trip.

Table 4.2: Age of the Respondent

		Frequency	Percent
	Under 25	13	26.0
	25-35	10	20.0
	36-45	12	24.0
	46-55	11	22.0
	Over 55	4	8.0
	Total	50	100.0

Source: Field data (2020)

4.2.3 Education Level of the Respondents

The result in table 3 showed that 18 (36.0%) of the respondents were high school graduates; 11 (22.0%) of the respondents were Diploma holders; 19 (38.0%) of the

respondents were Bachelor degree holders, 2 (4.0%) of the respondents were master's

degree holders. The result entails that most of the respondents were bachelor degree

holders, which implies that in the category of employed classes that are financial

stable hence can afford travelling cost during their holiday.

Table 4.3: Highest Level of Education of the Respondent

		Frequency	Percent
	High School	18	36.0
	Diploma	11	22.0
	Bachelor	19	38.0
	Master	2	4.0
	Total	50	100.0

Source: Field data (2020)

4.2.4 Occupational Status of the Respondents

The result in the table 4 below indicate that 22 (44.0%) of the respondents were

professional in different filed; 12 (24.0) of the respondents were students; 4 (8.0%) of

the respondents were retired; 10 (20.0%) of the respondents were officers working in

their governments; 2 (4.0%) were other from different unidentified field of

professionalism. The results showed that majority of professional are the ones leading

on travelling this implies due to their working status and high level of annual earning

that gives them freedom to go travel different part of the world.

Table 4.4: Occupation of the Respondents

		Frequency	**Percent**
	Professional	22	44.0
	Student	12	24.0
	Retired	4	8.0
	Government Officer	10	20.0
	Others	2	4.0
	Total	50	100.0

Source: Field data (2020)

4.2.5   Nationality of the Respondents

The result in the Table 4.5, indicate that 4 (8.0%) of the respondent are local and residents from Tanzania while 46 (92.0%) of the respondents are foreigners from other different countries abroad.

This implies that the great number of arrival at Kiwengwa hotels are of foreigners hence it seems domestic tourism has not been promoted much with affordable prices to local people for them to be aware of the services and products offered and enjoy some of their holiday in those hotels.

Table 4.5: Tourist Nationality

		Frequency	**Percent**
	Tanzania	4	8.0
	Foreigner	46	92.0
	Total	**50**	**100.0**

Source: Field data (2020)

4.2.6   Origin Country of the Respondents

The result in the Table 4.6 showed that the country supplying many in Zanzibar Kiwengwa hotels is Germany 12 (24.0%) followed by Canada with supply of 9 (18.0%) arrival. On other hand the country with the lowest supply of the tourists are Italy, South Africa and Spain; 2 (4.0%) similarly and respectively. This shows that many of the hotels at Kiwengwa have not invested much of its marketing and promotion on these three countries.

Table 4.6: Specify Country of the Respondents

		Frequency	Percent
	Tanzania	4	8.0
	Australia	3	6.0
	Canada	9	18.0
	Germany	3	6.0
	Germany	9	18.0
	Italy	2	4.0
	Nigeria	3	6.0
	Norway	3	6.0
	South Africa	2	4.0
	Spain	2	4.0
	Sweden	7	14.0
	USA	3	6.0
	Total	**50**	**100.0**

Source: Field data (2020)

4.2.7 Presentation of the Descriptive Statistics of Respondent's Experience with the Hotel

This part presents descriptive experience of respondents. Reflecting and providing answers on the question such where did respondent hear about Kiwengwa Hotels?, What is the main purpose of you been at Kiwengwa Hotels?, How long is your current stay at Kiwengwa hotels? What was the main reason for choosing Kiwengwa hotels?, How many times have you stayed at Kiwengwa Hotels?, What is the name of the hotel you have been staying at Kiwengwa?. This information is useful because it highlights various important areas of tourists who are visiting Zanzibar where hotels should concentrate improving.

4.2.7 Channels where Respondent became aware of Kiwengwa Hotels

The survey showed that 16 (32.0%) of the respondent became aware of the kiwengwa Hotel through Online Banners and Advertisement, which is a great number followed

by 11 (22.0%) of the respondent who became aware of Kiwengwa hotels through Word of Mouth; while Online Social Network (eg Facebook, Twitter) is by 8 (16.0%) of the respondents and through travel agents 9 (18.0%) of the respondents as well as Hotel Booking Site (eg Agoda, Hotel.com) by 6 (12.0%) of the respondents. This implies that much concentration of the promotion has been focused on Online Banners and Advertisement. However this help in highlighting where to invest much for the marketing and promotion aspects.

Table 4.7: Where did you hear about Kiwengwa Hotels?

		Frequency	**Percent**
	Online Banners and Advertisement	16	32.0
	Hotel Booking Site (eg Agoda, Hotel.com)	6	12.0
	Word of Mouth	11	22.0
	Travel Agent	9	18.0
	Online Social Network (eg Facebook, Twitter)	8	16.0
	Total	**50**	**100.0**

Source: Field data (2019)

4.2.8 Respondent's Main Purpose of Visiting Kiwengwa Hotels

The result of the study from the table 8, portrayed that 41 (82.0%) of the respondent's stated their purpose of visiting Kiwengwa hotels were for pleasure during their holiday, while 9 (18.0%) of the respondents stated that the main purpose of their visit were business. This shows great number of visitors are coming to stay at Kiwengwa hotels during their holiday time for pleasure.

Table 4.8: What is the Main Purpose of you Visiting Kiwengwa Hotels?

		Frequency	Percent
	Business	9	18.0
	Pleasure	41	82.0
	Total	**50**	**100.0**

Source: Field data (2020)

4.2.9 Experience of a Time that Respondent has Stayed at Kiwengwa Hotels

The result from the table 9, depicting that 23 (46.0%) of the respondents have stayed at kiwengwa hotels for less than 3nights, while 27 (54.0%) of respondents showed that they have stayed at Kiwengwa Hotels for the distance between 3 to 10 nights. From this reflection it implies that many customers are satisfied with the service quality offered from Kiwengwa hotels thus why they tend to stay even longer.

Table 4.9: How long is your Current Stay at Kiwengwa Hotels?

		Frequency	**Percent**
	Less than 3 nights	23	46.0
	3-10 nights	27	54.0
	Total	**50**	**100.0**

Source: Field data (2020)

4.2.10 The Main Reason for Choosing Kiwengwa Hotels

The study from Table 4.10 indicate that 17 (34.0%) of respondents choosed hotel at Kiwengwa due to convenient location; 10 (20.0%) due to good customer care; 5 (10.0%) due to reliable quality; 11 (22.0%) recommended by friends; 2 (4.0%) special offers or promotions; 5 (10.0%) good review in media.

Table 4.10: What was the Main Reason for Choosing Kiwengwa Hotels?

		Frequency	Percent
	Convenient Location	17	34.0
	Good customer care	10	20.0
	Reliable quality	5	10.0
	Recommended by friends	11	22.0
	Special offers or promotions	2	4.0
	Good review in media	5	10.0
	Total	**50**	**100.0**

Source: Field Data (2020)

4.2.11 Respondent's Frequesncy of stay at Hotel at Kiwengwa

From the study the Table 4.11 showed that 26 (52.0%) of the respondents stayed at hotels at Kiwengwa less that 3times while 24 (48.0%) of the respondents showed to stay between 3 to 10 times. This shows that many customers are satisfied with services offered hence they feel loyal and return to the same hotels in different times.

Table 4.11: How Many Times have you Stayed at Kiwengwa Hotels?

		Frequency	Percent
	Less than 3 times	26	52.0
	3-10 times	24	48.0
	Total	**50**	**100.0**

Source: Field data (2020)

4.2.12 Respondent's Choice of Hotel to Stay at Kiwengwa

From the study Table 4.12 indicated that 12 (24.0%) of respondents preferred staying at Sultan Sands Resort; followed by 11 (22.0%) of respondents who preferred staying at Melia Zanzibar hotel. This reflect majority of customers preferring staying where they offer quality services that satisfy their needs and desires.

Table 4.12: What is the Name of the Hotel you have been Staying at Kiwengwa?

		Frequency	Percent
	Kiwangwa Apartment	7	14.0
	Kiwangwa Apartments	2	4.0
	Melia Zanzibar	11	22.0
	Shooting star	4	8.0
	Shooting star hotel	2	4.0
	Shooting Star Hotel	2	4.0
	Sultan Sands Island Resort	2	4.0
	Sultan Sands Island Resort	7	14.0
	Sultan Sands Island resort	1	2.0
	Sultan Sands Island Resort	2	4.0
	Sun Shine Hotel	3	6.0
	Sunshine hotel	7	14.0
	Total	**50**	**100.0**

Source: Field data (2020)

4.3 Presentation of Findings on Service Quality Influencing Customer Satisfaction in Hotel

4.3.1 Presentation of Findings on Examining Services Quality Influencing Customer Satisfaction

The first objective sought to find out service quality influencing customer satisfaction. Respondents were asked to rate on a scale of 1 to 5 ranging as 1 = strongly disagree, 2 = disagree, 3= neutral, 4 = agree and 5= strongly agree. A five point likert scale was used to interpret the respondent's responses. According to the scale those factors which were considered and awarded high score on strongly disagree and disagree that implied service quality does not influencing customer satisfaction. While neutral means respondents do not disagree or agree. On other hands from respondents rating high score on agree and strongly agree implies that the service quality influencing customer satisfaction.

In likert scale respondent were asked to rank the service quality as shown on the table 13 examining tangibility was ranked high on strongly agree by 20 (40.0%) of the respondents; reliability high score on strongly agree by 18 (36.0%) of the respondents; responsiveness agree by 21 (42.0%) of the respondents; assurance strongly agree by 22 (44.0%) of the respondents; as well as empathy high score on neutral by 31 (62.0) of the respondents. This implies that service quality influencing customer satisfaction in hotel industry.

Table 4.13: Respondent's Ranking Scores from SERVQUAL Influence Customer Satisfaction

Tangibility	Frequency	Percent
Neutral	11	22.0
Agree	19	38.0
Strongly Agree	20	40.0
Total	50	100.0
Reliability	Frequency	Percent
Neutral	17	34.0
Agree	15	30.0
Strongly Agree	18	36.0
Total	50	100.0
Responsiveness	Frequency	Percent
	17	34.0
Agree	21	42.0
Strongly Agree	12	24.0
Total	50	100.0
Assurance	Frequency	Percent
Neutral	9	18.0
Agree	19	38.0
Strongly Agree	22	44.0
Total	50	100.0
Empathy	Frequency	Percent
Neutral	31	62.0
Agree	16	32.0
Strongly Agree	3	6.0
Total	50	100.0

Source: Field data (2020)

4.3.2   Presentation of Findings on Determine Prices of Services and Products

in Influencing Customer Satisfaction at Kiwengwa Hotels

On the second objective of this study, a researcher investigated and determined the impact of price of hotel services and products on overall influence on customer satisfaction. Respondent were asked to rank through likert scale whether they agree or disagree in regard to the influence price has on customer satisfaction. From the Table 4.14 it was depicted that high score in raking by 31 (62.0%) of respondent agreed, while 16 (32.0%) of the respondents strongly agreed though 3 (6.0%) of the respondents were neutral neither agree nor disagree. This implies that price plays significant role in satisfying the customer especially for the services and products, which are value for money.

Table 4.14: Prices Influence on Customer Satisfaction

		Frequency	Percent
	Neutral	3	6.0
	Agree	31	62.0
	Strongly Agree	16	32.0
	Total	50	100.0

Source: Field data (2020)

4.3.3   Presentation of Findings on the Study whether the Hotel Physical

Environments And Facilities are Conducive to Deliver Satisfying

Services to its Customers

As third objective of this study, researcher in finding out weather Physical environment, facilities, equipment's, appearance of personnel has an influence customer satisfaction at Kiwengwa Hotels. From the Table 4.15 depicting that 20 (40.0%) of the respondents strongly agreed; 19 (38.0%) of the respondents agreed

while 11 (22.0%) were neutral with their perceptions. As majority agreed that physical environments and facilities are conducive in delivering satisfying services to customers.

Table 4.15: Physical Environments and Facilities Influence on Customer Satisfaction

		Frequency	Percent
	Neutral	11	22.0
	Agree	19	38.0
	Strongly Agree	20	40.0
	Total	50	100.0

Source: Field data (2020)

4.4   Discussion of the Findings

The results from the study indicated that from all the independent variables have significant influence on the dependent variable customer , satisfaction, i.e., tangibility environment facilities, responsiveness, assurance, reliability, prices and environment except empathy which most of the respondents showed to be neutral. A five point likert scale was used to interpret the respondent's responses. According to the scale those factors which were considered and awarded high score on strongly disagree and disagree that implied service quality does not influencing customer satisfaction. While neutral means respondents do not disagree or agree.

On other hands from respondents rating high score on agree and strongly agree implies that the service quality influencing customer satisfaction. In likert scale respondent were asked to rank the service quality as shown on the table 13 examining tangibility was ranked high on strongly agree by 20 (40.0%) of the respondents;

reliability high score on strongly agree by 18 (36.0%) of the respondents; responsiveness agree by 21 (42.0%) of the respondents; assurance strongly agree by 22 (44.0%) of the respondents; as well as empathy high score on neutral by 31 (62.0%) of the respondents. This implies that service quality influencing customer satisfaction in hotel industry.

Tangibility is about creating a good image in the hearts and minds of customers the first time. A good first impression will result in customers wanting to use the other facilities of the hotels. On contrary, if they are not satisfied with what they see the first time, it is unlikely that they will not want to stay at the hotel to make use of the other facilities that the hotel provides. So, tangibility plays an important role in satisfying customers. This study proves that the Kiwengwa hotel customers feel the same about the tangibility component being important in the way they measure their satisfaction.

Responsiveness is the other dimension that customers deem important. The findings from the study revealed that the reason is because guests at Kiwengwa hotels emphasized value to the employees of the hotel providing prompt help, being able to cater to guests needs, rendering quick check-in and check-out facilities, their ability to quickly correct mistakes and give special attention to their guests (any citation to support the statement).

In this study it indicates that employees' taking action and giving immediate response to any kind of problem the customer faces plays an important role in satisfying the customer because clients praise easy and hurdle free stay by all means. Hence customer are satified by staying at Kiwengwa hotels.

The reliability variable refers to the ability of the front office hotel staff to provide services dependably and accurately (Dabholkar et al., 1996). Reliable service performance has to meet customers' expectation. Service must be accomplished on time, every time, in the same manner and without errors. Researcher depicted that overall customer satisfaction of   expectation concerning reliability dimension was high when offered service at Kiwengwa hotels.

This rating is supported by comments by a frequent guest at the hotel who wrote "The room is ready on time upon check in and get the late check out until 2 p.m. every time of customers' stay at Kiwengwa hotels. Overall satisfaction of perception towards reliability dimension is also at the highest level with "The staffs provide service as promised" receiving the highest score. This may be because the front office staff provide service correctly the first time and keep their promises to customers. Consequently, customers feel satisfied with the reliability of service. This study revealed that physical evidence such as uniforms, appearance and behaviour of front office staff yield customer satisfaction. Similarly, Ramchurrun (2008) suggested that customers attached importance to the dimension of tangibility because services are intangible. Hence, customers place great importance on the appearance neatness of the staff.

Assurance was found to have the highest influence on customer satisfaction. The Kiwengwa hotel customers get satisfaction from employees' behavior instilling confidence towards them, their knowledge and skills and their polite behavior. The hotel creating a safe and secured feeling is another factor they deem important.

Assurance relates to the staff of the hotel. It is whether or not they are skilled and can obtain the trust and credence of clients and also about their problem solving skills. If clients are not in content with the employees, there is a high probability that they will not come back to do more business with the company (Delgado & Ballester, 2004).

Guests get delighted when they get solutions to their problems easily. Employees' problem solving skills fall under the assurance dimension. Based on the study conducted by Torres & Kline (2013), employees being well educated and the right implementation of their duties is yet another factor guests deem crucial. This relates to the skills and competency they possess and proficiency in the implementation of important work duties. Employees' professionalism is one of the most frequently stated factors in what customers consider important when they measure their satisfaction. In this research findings has shown to have led to the high influence between assurance and customer satisfaction.

The empathy dimension represents the provision of caring and individualized attention to customers including access or approachability and ease of contact, effective communication, and understanding the customers (Parasuraman et al., 1991). In this study it showed empathy high score on neutral by 31 (62.0%) of the respondents. This means the hotels should consider improving the level of the empathy in provision of services to the customers to win their loyalty and satisfy them highly.

Prices of services and products in influencing customer satisfaction at Kiwengwa hotels Respondent were asked to rank through likert scale whether they agree or

disagree in regard to the influence price has on customer satisfaction. From the table 14 it was depicted that high score in raking by 31 (62.0%) of respondent agreed, while 16 (32.0%) of the respondents strongly agreed though 3 (6.0%) of the respondents were neutral neither agree nor disagree. This implies that price plays significant role in satisfying the customer especially for the services and products which are value for money. Hotels should take into consideration in balancing the prices against their services and products offered ensuring customers are highly satisfied.

Environment as reflected from tangibility variable that included aspects such as the physical appearance of hotel including visually appealing of facilities and materials like brochures, facts sheets, interior and exterior hotel décor and layout, attractive, clean environment from reception and lounge, rooms, parking, restaurant, kitchen, wash rooms, garden as well as swimming pool. Neat appearance of employee's smart uniform and personal hygiene. From this research it was found to have great influence on customer satisfaction. Overall satisfaction from tangibility was at high level score. The findings are supported   by Wong et al. (1999), who studied SERVQUAL dimensions in the hospitality industry in Malaysia. They found that customer satisfaction was related to the tangible behaviour and appearance of employees. The best predictor of overall service quality was the tangibility dimension.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1   Overview

This chapter presents the summary, conclusion, recommendations, limitation of the study and areas for further study. The recommendation of this study will help hotel management of Kiwengwa Zanzibar to set effective measures in ensuring provision of high quality services that satisfy their customers.

5.2   Summary

This study determined services quality influencing customer satisfaction in hotel industry. A case study of Kiwengwa hotels in Zanzibar. Kiwengwa has been selected purposely basing on the fact that is one of the best tourist destination with many hotel establishments providing hospitality services to the tourists. Hence assess to the respondent was very relatively easy.

The objective of this study was to investigate influencing of the service quality on satisfaction in hotel industry. The emphasis of the study will be to determine the extent to which hotels in Kiwengwa Zanzibar provides reliable quality services that satisfy the customers. Specific Objectives; to examine services quality influencing customer satisfaction at Kiwengwa hotels, To determine prices of services and products in influencing customer satisfaction at Kiwengwa hotels and to study whether the hotel physical environments and facilities are conducive to deliver satisfying services to its customers.

The type of analysis conducted was descriptive and qualitative using, frequencies, and percentages whereas data were presented in tables and figures. This study involved total of 50 respondents from tourist visiting and staying at Kiwengwa hotels. Data were collected using questionnaire, interview and documentary review. Statistical package for social sciences were employed in data analysis (SPSS). The findings of this study revealed that provision of high service quality by the hotel has a significance influence on customer satisfaction. Also reveal that poor provision of service to the customers lead to the increase of dissatisfied customers and decline of the business.

5.3   Conclusion

The findings revealed that service quality has a great influence on the customer's satisfaction. In likert scale respondent were asked to rank the service quality as shown on the table 13 examining tangibility was ranked high on strongly agree by 20 (40.0%) of the respondents; reliability high score on strongly agree by 18 (36.0%) of the respondents; responsiveness agree by 21 (42.0%) of the respondents; assurance strongly agree by 22 (44.0%) of the respondents; as well as empathy high score on neutral by 31 (62.0%) of the respondents.

This implies that service quality influencing customer satisfaction in hotel industry. Hence maintaining service quality is very crucial part of the success of hotel business in retaining, creating, attracting customers. Hotel businesses have been growing rapidly in recent decades especially at Kiwengwa in Zanzibar, while customer demand for high quality service is increasing. To remain competitive, the hotel needs to

analyze customers' expectation and perception towards the service quality so as to be able to offer what customers expected from the suppliers.

It has also been revealed that as the study focused further on determining whether prices of services and products in influencing customer satisfaction. The results depicted that high score ranked by 31 (62.0%) of respondent agreed, while 16 (32.0%) of the respondents strongly agreed as well. This implies that price plays significant role in satisfying the customers, services and products, which are offered, are value for money. By providing best flexible and affordable price to the customers strategically it helps in sustaining in the competitive market respectively. Hotel rate should relevantly relate with offered services and products.

In finding out whether the hotel physical environments and facilities are conducive to deliver satisfying services to its customers as an objective of this study, findings revealed that physical environment, facilities, equipment's, appearance of personnel has an influence customer satisfaction where it was depicted that 20 (40.0%) of the respondents strongly agreed; 19 (38.0%) of the respondents agreed.

As majority agreed that physical environments and facilities are conducive in delivering satisfying services to customers. From reception where customers first interact with hotel the layout and general décor as well great services of the receptionist while neat looks professional grooming, always gives high first impression to the customers which always last longer while continuing utilizing the rest of hotel services.

5.3   Recommendations

The study indicate that tourist are satisfied with the service quality, though in the Empathy dimension high score on neutral by 31 (62.0%) of the respondents This show that the hotels doesn't give the customers individual attention, also the hotel doesn't provide the customers best interest at heart and lack of employee understand on the specific needs to their customers. Thus empathy dimension needs to be improved by Kiwengwa hotels for the purpose of ensuring customer satisfaction.

On other hands though respondents from the findings has shown to have been quite satisfied with service quality through other dimension such Reliability, the ability to perform the promised service dependably and accurately; Responsiveness the willingness to help customers and provide prompt service; Assurance knowledge and courtesy of employees and their ability to convey trust and confidence and tangibles the physical facilities, equipment and appearance of personnel.

However researcher recommending the hotel management to increase more training building high capacity to the employee in order in a long run to keep on providing high service quality that satisfying the customers. In return hotel will be able to sustain in competitive market, also retaining and making their customers attached with loyalty, attracting new customers and protecting reputation of the brand.

On the prices, researcher recommending that, hotel management should modify hotel rate and prices in order to always offer services and products in reasonable and affordable while in a quality as per the customers expectation by that more customers will be motivated and inspired to reserve for any offer advertised. In return it gives

good publicity, word of mouth, easy to promote and interact in the market. Than offering rate which are not reasonable or affordable not matching with quality of the services and products which on the contrary will cause more dissatisfaction and chasing away the old and new customers who intended to utilize hotel facilities.

On the hotel environment and facilities, The study indicates that, tourists are satisfied with the appealing nature of materials associated with the hotels this is evident in hotels such as Melia Zanzibar five star hotel, Sultan Sands and Resort, and the rest respectively. Still there are many new rivals establishing upmarket hotels in many other areas in the island of Zanzibar such as in Stone Town the Verde hotel, hyatt Zanzibar Park and many other establishment from five to one star hotels, therefore the market completion is getting very rough. Hence the researcher is recommending that culture of researching other establishment and gradually decision of renovating, upgrading any of the layout and design is necessary for the sake of staying on the same marketing level without decline and losing customers to other hotels around.

Researchers however, advise the government of Zanzibar to assure sound tourism environment to those investing and running tourist hotels by reducing tax so as prices on these hotels can be affordable, formation of good strategies on promoting tourism to bring as many tourists possible, organizing many tourism training schools and institutions to train and educate staffs rather than employing unqualified ones and also the government should improve infrastructures like transportation, telecommunications and internet. Zanzibar can utilize the political stability and well known and down to earth cultural colonial background as a tool to make tourism the best source of income and invite as many people to invest on it. Rather than creating a

lots of complication on taxes every day and letting the hotels investors to promote tourism by themselves local and internationally.

5.4   Limitation of the Study

Despite valuable insight uncovered by this study, it should be read with few limitations. First, data was collected from customers who were tourist visited or stayed at Kiwengwa hotels, hence they were on their leisure moment hence begging them to answer the questionnaire seemed as great disturbance to some of them. The sample size is small which does not represent population of many hotels in Zanzibar. In future, larger sample may be opted. Second, some respondents were reluctant to fill questionnaires until begged much and others questionnaire were not filled in full hence could not be used. This posed a great challenge to the research as the researcher had to take a longer time to find tourist respondents who were willing to spend little of their precious time and effort offering their comments on the questionnaire.

5.5   Areas for Future Research

The researcher was interested in looking for determine service quality influencing customer satisfaction in hotel industry but the study has been conducted at Kiwengwa in Zanzibar. Hence the same study can be conducted in other regions especially the marginalized regions of Zanzibar and Tanzania in general. In the light of the findings, further research on different topic is suggested relating to service quality and customer care in tourism.

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APENDECIES

Appendix I: Questionnaires for Tourist Customers

Part 1: Introduction

Dear respondent, my name is Sadick Said, MBA student at Open University of Tanzania (OUT) carrying out a research on **The influence of Service Quality on Customer Satisfaction in Hotel Industry**. **A Case Study of Kiwengwa Hotels in Zanzibar**, as part of the requirement for the award. You were sampled as a person suitable assist in providing the information required. I kindly invite you to spare a few minutes of your valuable time and fill this questionnaire. This research is purely academic and as contribution to the growth of hospitality industry. The information you provide will be treated ethically with the degree of anonymity and confidentiality it deserves. Should you require any further information you can contact me at +255 (0)716 395 8888 or sadicks.hd_b_875_t13@pg.out.ac.tz

Part 2: Questionnaires - Respondent's Biographical data

1. Please tick √ where applicable to you.

   a) Your gender: ☐ Male ☐ Female

   b) Your age group: ☐ Under 25 ☐ 2 5 - 35 ☐ 36 - 45 ☐ 46 - 55 ☐ Over 55

   c) Your highest education level: ☐ High School ☐ Diploma ☐ Bachelor ☐ Master ☐ PhD

   d) Your occupation: ☐ Professional ☐ Student ☐ Retired ☐ Housewife ☐ Business Owner ☐ Government Officer ☐ Others

e) Your nationality: ☐ Tanzania ☐ Foreigner, *please specify your*

    *country*_____

2. The questions relate to your experience with Kiwengwa Hotels. Please tick √

    on the boxes (☐) applicable to you.

    a)   Where did you hear about Kiwengwa Hotels? ☐ News Papers or Magazine ☐ Online Banners and Advertisement ☐ Hotel Booking site (eg. Agoda, Hotel.com) ☐ Word of Mouth ☐ Travel Agent ☐ Online Social Network (eg. Face book, Twitter)

    b) What is the main purpose of you been at Kiwengwa Hotels? ☐ Business ☐ Pleasure ☐ Other

    c) How long is your current stay at Kiwengwa Hotels? ☐ Less than 3 nights ☐ 3 - 10 nights

    d) What was the main reason for choosing Kiwengwa Hotels? ☐Convenient location ☐ Value for money ☐ Good customer care ☐ Reliable quality ☐ Recommended by friends ☐ Special offers or promotion ☐ Good review in media ☐ Booked by someone else

    e) How many times have you stayed at Kiwengwa Hotels? ☐ Less than 3 Times ☐ 3 - 10 Times

    f) What is the name of the hotel you have been staying at Kiwengwa?_____

Part 3: Questionnaires – Service quality factors influencing customer satisfaction, using SERVQUAL model of measurement, through the use of five-point likert rating scale [1 – 5] where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Section 1: Tangibility

1. Please indicate how strongly you agree or disagree about the TANGIBILITY aspects of quality services (Physical facilities, equipment, environment and appearance of personnel) on customer satisfaction at Kiwengwa Hotels.

	Strongly Disagree				Strongly Agree
a. Visually appealing facilities and materials (Brochures, leaflets, pamphlets, facts sheets, interior and exterior hotel décor and layout, comfortable furniture).	1	2	3	4	5
b. Attractive, clean and amazing hotel environment (reception and lounge, rooms, parking, restaurant, kitchen, wash rooms, garden as well as swimming pool)	1	2	3	4	5
c. Neat (grooming) professional appearance of staff employees (uniform cleanliness and smart appearance, personal hygiene)	1	2	3	4	5
d. What is your overall rating on the tangibility	1	2	3	4	5

2. What do you think should be done to improve tangibility, the general hotel outlook on physical facilities, equipment, environment and appearance of personnel, in order to satisfy customers? Please explain briefly:

_____

_____

Section 2: Reliability

3. Please rate how strongly you agree or disagree about RELIABILITY (ability to perform expected service dependably and accurately) from Kiwengwa Hotels.

<table>
<tr><th></th><th>Strongly
Agree</th><th></th><th></th><th>Strongly
Disagree</th><th></th></tr>
<tr><td>a. Accurate information about hotel services</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr>
<tr><td>b. Well-trained and knowledgeable staff about customer needs and requirement</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr>
<tr><td>c. Staff with good communication skills and effective interaction with customers (good command of language, grammar appealing to the hotel guests)</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr>
<tr><td>d. Staff performing services right the first time and are consistency in ensuring quality services at all time</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr>
<tr><td>e. Timely housekeeping services (cleanliness, set up and turn down are always done in time)</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr>
<tr><td>f. Advance and accurate information about reasonable prices</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr>
<tr><td>g. What is your overall rating on the reliability</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr>
</table>

4. What do you think should be done to improve reliability on the aspect of ability to perform expected service dependably and accurately? Please explain briefly:

_____

_____

_____

Section 3: Empathy

5. Please indicate how strongly you agree or disagree about EMPATHY (Caring individualized attention provided to customers by hotel staff) from Kiwengwa Hotels.

				Strongly	Strongly Disagree Agree	
a.	Understanding the customers' requirements	1	2	3	4	5
b.	Complaints solving abilities	1	2	3	4	5
c.	Special attention to customers	1	2	3	4	5
d.	Listening carefully to complaints	1	2	3	4	5
e.	Calling customer by names	1	2	3	4	5
f.	Having customers' best interest at heart	1	2	3	4	5
g.	Dealing with customers in a caring fashion	1	2	3	4	5
h.	What is your overall rating on the prices	1	2	3	4	5

6. What do you think should be done to improve empathy in the aspect caring individualized attention provided to customers by hotel staff in satisfying customers? Please explain briefly:

_____

_____

_____

Section 4: Responsiveness

7. Please indicate how strongly you agree or disagree about

   RESPONSIVENESS (willingness to help customers and provide prompt

   service) from Kiwengwa Hotels.

	Strongly Agree				Strongly Disagree
a. Effective responsiveness to customers' requests , through telephone, emails, face to face and other means	1	2	3	4	5
b. Willingness to help customers without unnecessary delay	1	2	3	4	5
c. Keeping customers informed about when the service will be performed and follow up until customer is satisfied	1	2	3	4	5
d. Availability of staff to provide service in each department at all the time demanded by customers	1	2	3	4	5
e. What is your overall rating on the responsiveness	1	2	3	4	5

8. What do you think should be done to improve responsiveness on the aspect

   willingness to help customers and provide prompt service in satisfying

   customers? Please explain briefly:

   _____

   _____

   _____

   _____

Section 5: Assurance

9. Please indicate how strongly you agree or disagree about ASSURANCE (courtesy displayed by hotel staff employees and their ability to inspire trust and confidence) at Kiwengwa Hotels.

	Strongly Agree				Strongly Disagree
a. Friendliness of employees (smiling and charming at all the time, willing to go extra miles assisting customers with any of their needs ensuring total satisfaction)	1	2	3	4	5
b. Making customers feel safe, comfortable and most been taken care off than any other places in their experience	1	2	3	4	5
c. Knowledgeable staff to answer customer questions with accuracy, confidence and mostly reliable.	1	2	3	4	5
d. Courteous staff serve with high hospitality attitude	1	2	3	4	5
e. What is your overall rating on assurance	1	2	3	4	5

10. What do you think should be done to improve the quality of service on the aspect of displayed by hotel staff employees and their ability to inspire trust and confidence in satisfying customers? Please explain briefly:

_____

_____

_____

Section 6: Prices

11. Please indicate how strongly you agree or disagree about PRICES on the accommodation, services and use of other facilities at Kiwengwa Hotels.

	Strongly Agree				Strongly Disagree
f. Are you satisfied on the prices offered with the hotel	1	2	3	4	5
g. The prices offered are they affordable and competitive	1	2	3	4	5
h. Are the services offered value for money compared to your expectation	1	2	3	4	5
i. What is your overall rating on the prices	1	2	3	4	5

12. What do you think should be done to improve on the aspect of prices at Kiwengwa Hotels? Please explain briefly:

_____

_____

_____

Section 7: Customer Satisfaction

13. Please indicate your level of satisfaction through the use of five-point likert rating scale [1 – 5] where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree, with the services offered by hotels at Kiwengwa Zanzibar.

		Strongly Agree	Disagree			Strongly Disagree
f.	Are you satisfied to the extent you would like to stay longer	1	2	3	4	5
g.	Do you feel loyal to the hotel	1	2	3	4	5
h.	Would give referral and convince others to use the hotel	1	2	3	4	5
i.	Are you satisfied with how complaints were resolved	1	2	3	4	5
j.	Does the hotel has good image to you and others	1	2	3	4	5
k.	Would return and use the hotel facility	1	2	3	4	5
l.	Does the hotel provide services that are worth for money	1	2	3	4	5
m.	What is your overall rating on satisfaction	1	2	3	4	5

14. What do you think should be done to improve the customer satisfaction at Kiwengwa Hotels? Please explain briefly:

_____

_____

Thank you for your time and co-operation. Your opinions are highly valued. Please be assured that your answers will remain anonymous