

**THE IMPACT OF SERVICE DELIVERY ON GUESTSATISFACTION IN THE HOTEL  
INDUSTRY IN UGANDA  
A CASE OF MBALE RESORT HOTEL**

**BY**

**OLUPOT RODERICK**

**BU/UP/2019/3106**

**A RESEARCH PROPOSAL SUBMITTED TO THE FACULTY OF MANAGEMENT  
SCIENCES IN DEPARTMEENT OF TOURISM AND HOSPITALITY IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF DIPLOMA  
IN  
TOURISMAND TRAVEL MANAGEMENT,  
BUSITEMA UNIVERSITY.**

**FEBRUARY, 2022**

**DECLARATION**

I OLUPOT RODERICK, hereby declare that this research proposal is my original work and has never been submitted or published to any institution of higher learning or university for any award.

Signature.....

DATE.....

**OLUPOT RODERICK**

**APPROVAL**

I certify that this research report satisfies the partial fulfillment of the award of Diploma in Tourism and Travel Management of Busitema University, Faculty of Management Sciences.

Signature.....

Date.....

**MR WAMPANDE JOWALIE**

**(Supervisor)**

## **DEDICATION**

I dedicate this research proposal to my parents Mr. Ochom John Peter and Nachala Kevin, Brothers, Sisters, friends and all my advisors for all their support and helpful information, guidance offered to me during my research period.

May God greatly reward you.

## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to Almighty God for giving me wisdom , health, opportunity, strength , determination and ability to successfully complete this proposal . I would like to thank my supervisor Mr. **Wampande JowaIie** for continuous guidance , encouragement, motivation and ideas, all of which were a resource in the compilation of this proposal. I also wish to express my gratitude to my parents **Mr. Ochom John** and **Nachala Kevin** plus all my brothers and sisters for moral and financial support accorded me while undertaking the study. In addition , I appreciate the collective efforts made by all my lecturers from Busitema University throughout the two years of studying even where we have had challenges they have been there for us and shape us into professionals and responsible citizens. Finally I take this opportunity to extend my appreciation to my fellow students, course mates, friends and group members whose effort has aided me in capacity building and compilation of this proposal.

May God bless you all?

**LIST OF FIGURES**

**Figure 1:** conceptual framework

## Table of Contents

<b>DECLARATION</b> .....	i
<b>APPROVAL</b> .....	iii
<b>DEDICATION</b> .....	iv
<b>ACKNOWLEDGEMENT</b> .....	v
<b>LIST OF FIGURES</b> .....	vi
<b>ABSTRACT</b> .....	ix
<b>CHAPTER ONE</b> .....	1
<b>1.1 Background of the study</b> .....	1
<b>1.2 Statement of the problem</b> .....	3
<b>1.3 Purpose of the study</b> .....	4
<b>1.4 Research Questions /Hypothesis</b> .....	4
<b>1.5 Scope of the Study</b> .....	4
<b>1.6 Conceptual frame work.</b> .....	5
<b>1.7 Significance of the study</b> .....	6
<b>1.8 Assumptions of the study</b> .....	7
<b>1.9 Limitations of the study</b> .....	7
<b>1.10 Definition of terms used in the study</b> .....	7
<b>CHAPTER TWO</b> .....	9
<b>LITERATURE REVIEW</b> .....	9
<b>2.1 Historical review.</b> .....	9
<b>2.2 Theoretical Review</b> .....	9
<b>The effect of employee engagement on guest satisfaction in hotel industry</b> .....	12
<b>The effects of service quality on guest satisfaction in hotel industry</b> .....	13
<b>2.2.3 The effect of service culture on guest satisfaction in hotel industry</b> .....	15
<b>2.3 Summary of the literature</b> .....	18
<b>CHAPTER THREE</b> .....	20
<b>RESEARCH METHODOLOGY</b> .....	20
<b>3.1 Research Design</b> .....	20
<b>3.2 Population to be studied</b> .....	20
<b>3.3 Sample size</b> .....	21
<b>3.4 Sampling techniques</b> .....	21
<b>Sources of data</b> .....	21

<b>3.5 Type of data.....</b>	<b>21</b>
<b>3.6 Data collection method. ....</b>	<b>22</b>
<b>3.7 Data collection procedures.....</b>	<b>23</b>
<b>3.8 Area of study .....</b>	<b>23</b>
<b>3.9 Instrument pre-testing.....</b>	<b>23</b>
<b>3.10 Ethical considerations.....</b>	<b>24</b>
<b>APPENDICES .....</b>	<b>27</b>
<b>Appendix 2: Questionnaire .....</b>	<b>29</b>



## **ABSTRACT**

The main purpose of the study was to find out the impact of service delivery on guest satisfaction in the hotel industry. The specific objectives of the study were to find out the impact of employee engagement, service quality, and service culture on guest satisfaction in Mable Resort hotel. The study used disconfirmation theory. The target population was 65 employees and guests who were selected from the hotel in housekeeping department. The study adopted Stratified random sampling technique. Open and closed ended questionnaires were used to collect data from the respondents. The beneficiary of study will be the policy makers in the hospitality industry, other researcher and hotel stakeholders. The study findings indicated that employee engagement, service quality, service culture guest satisfaction in Mable Resort Hotel. The conclusions of the study were as follows; Mable Resort hotel had not implemented quality control techniques which limited guest satisfaction. Employees lacked the skills to perform their duties due to limited training in the hotel. The recommendation of the study was as follows; hotel should implement quality control tools. This will ensure customers are well satisfied when acquiring the services of the hotel and attract more guests from the market.

# CHAPTER ONE

## Background of the Study

### 1.0 INTRODUCTION

This chapter presents the background to the study, statement of the problem, purpose of the study, objectives of the study, research questions, and scope of the study, significance of the study, conceptual framework and definition of operational terms.

### 1.1 Background of the study

Tourism industry is one of the most important players in the growth of economies both locally and globally in the past years. Mueni, (2019). Guest satisfaction is one of the greatest tools in steering the growth of hospitality industry. According to Min et al, (2017) hotel service is recently regarded as one of core business making up the tourism complex system. Therefore hotels need to differentiate their service delivery by meeting the needs of their Guests better by improving Guest satisfaction and delivering quality service that is higher than that provided by competitors.

In Italy, hotel industry consists of many different services including accommodation, restaurant, and cafes and catering. According to the J D power, (2014), North America hotel guest satisfaction index study, four seasons hotel and resorts, kimpton hotels ,Hilton Garden Inn, each rank highest in guest satisfaction in their respective segments. Guests are happiest at these hotel brands.

International luxury hotels offers such as four seasons hotel in Italy offer high quality amenities , fully service accommodations , on-site full service restaurants and highest level of personalized and professional service in major cities.

## REFERENCES

1. Ashen, Xolelwa and Anis Mahomed Karodia (PhD). (2017), “Investigating the impact of service delivery on customer satisfaction”. Singaporean journal of Business economics and studies (SJBEM). Vol.5, No.8, 2017.
2. Caroline Gathoni. (2019),”Factors affecting customer satisfaction in the hotel industry in Kenya.
3. Charles Watiki. (2014), “Service Quality and customer satisfaction in Hotels in Nairobi, Kenya”.
4. Gianni’s Kotsiopoulos, PhD, George Lodorfos, PhD and Kostas, “the impact of service Delivery system Effectiveness on service Quality”, School of strategy, Marketing and communication Leeds Metropolitan University, Athens University of economics and Business.
5. Gloria K, Q Agyapong. (2010), “The effect of Service Quality on customer satisfaction in the utility. . .
- 6 .Joleen Bizi Mubiri. (2016),”customer satisfaction in hotel service”
7. Julius Irungu,(2018), Factors affecting Service delivery in the hospitality industry in Kenya.
8. Kukoyi and Iwuagwu Chinonso. (2015), “service delivery and customer satisfaction in hospitality industry” A study of the Divine Fountain Hotels limited, Lagos, Nigeria.
9. Leana Nitin, Surya Isaac and kandappan. (2014),”Service Delivery Quality improvement Models”, Leana Nitin Fukey et al. /Procedia Social and Behavioral Sciences 144(2014)343-359.
10. Lori J.Sipe and Mark R.Testa. (2018),” An Empirical study of service and Experience Dimensions on Guest outcomes in the Hospitality industry”, Journal of hospitality marketing and management 2018, Vol.27, No.2, 178 -195,[https://doi.org/10.1080/1936\\_8623](https://doi.org/10.1080/1936_8623). 2017.1306820.
11. Mercy Mueni kinyingi. (2018), “Factors influencing customer satisfaction in Hotel industry”

12. Mohd.Sadiqe.(2014),”Employee Engagement in Hospitality industry in India”, Global Journal of Finance and Management, ISSN 0975-6477 Vol.6,No.4,2014,pp.375-378 © Research India publications <http://www.ripublication.com>.
13. Siti Subbaryani, Maisarah and suhalili. (2016), “Determinants of employee engagement in Hotel industry in Malaysia”,: International journal of academic Research in Accounting, Finance and Management science Vol.6(3),pp.1-9,© 2016, HRMARS.
14. Wampande and Osunsan. (2020), “Employee attitude and customer satisfaction in selected Hotels in Kampala, Uganda: International journal of Hospitality and Tourism studies. (IJHTS). <https://www.refaad.com/view/IJHTS/home.aspx>.