FACTORS THAT DETERMINE QUALITY SERVICE DELIVERY WITHIN THE HOTEL INDUSTRY IN KENYA: A CASE STUDY OF JUMUIA RESORTS.

BY

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ABSTRACT

The main aim of the study was to assess the factors that contribute towards service quality delivery within the hotel industry in Kenya a case study of Jumuia Resorts. The study had four specific objectives mainly**;** To establish the key most important dimensions of service quality to customers of Jumuia Resorts in Kenya; to identify factors that influences the customer perception of service quality delivery in the hotel industry in Kenya; to find out factors that determines customer satisfaction in the Jumuia Resorts in Kenya; to establish the outcomes of service quality delivery to the Jumuia Resorts and the hotel business in Kenya.

The research was carried out in a period of two months in Jumuia resorts located specifically in Limuru, Nakuru and Mombasa with the responded being customers and employees of the respective hotels. The study employed a descriptive design to determine the relationship between quality variables and service quality delivery. The methods for data collection in this study include semi structured questionnaire and interview schedule and data analysis using statistical program for social science SPSS (19). The samples size of the study was 100 respondents which were done through a stratified random sampling and had 100% responded rate.

The study revealed that all the five dimensions of service quality are important in the delivery of services in the hotel industry however customers may have special inclination to certain dimension with Jumuia resorts being more inclined to assurances, responsiveness and reliability. The inclination to certain dimension of service was found to depend on the hotel category customer preferences and experiences.

It was evident from the study that, for a hotel to aspire to exceed customer expectation through service quality delivery the five dimensions of quality service should be well be incorporated in the service design at every stage of the services delivery process and staff regularly trained to deliver the services consistently.

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