

Influence of Seven Ps' on Customer Satisfaction in Hotel Industry in Sri Lanka

ALMA.Shameem

Senior Lecturer, Department of Management, Faculty of Mangement and Commerce, South Eastern University of Sri Lanka.

E- Mail : almashameem@yahoo.com

This study aims to find out the influence of seven Ps' on customer satisfaction in hotel industry in Sri Lanka. The hotels and tourism business has been developing with the world fashionable sector, and various kinds of marketing applications and practices are using to attract tourist in this particular industry. It is the largest and fastest growing business sector in Sri Lanka. Further the post war scenario, the hotel and tourism industry is strongly taken major role to contribute this service industry to its forward tendency to attract tourism in many ways. The place Pasikuda and Arugam Bay becoming a famous tourist destination with the history of Sri Lanka. A methodical literature review was done in order to identify the variable for the conceptual framework of the study. For the reason of this study Pasikuda and Arugam Bay geographical areas were selected as a sample to represent the whole population in hotels in the East part of Sri Lanka, because of these are major tourist destination in Eastern Province which was seriously getting high business booming in postwar context. All those were taken convenient sample as representative. This research was covered mixed methods, research that combines both qualitative and quantitative research methods. The study findings strongly support the argument that the strategically marketing practices should be implemented holistically. According to the above stated analysis, it is possible to conclude that six independent variables such as product, price, place, promotion, people, process all have positive effect and direct relationship to customer satisfaction in hotel industry while physical evidence has a negative effect and direct relationship to customer satisfaction.

Keywords: Seven Ps, Marketing Practices, Hotel Industry, Customer Satisfaction, Sri Lanka