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The impact of servicescape on services quality: a study among tourist hotels in Tangalle, Sri Lanka

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The hotel industry concept was initially started in Sri Lanka's at 1805's with arrival of Portuguese to the Sri Lanka and the particularly industry began to expand after the year 1950. The hotel industry is at the growing stage of industry life cycle with the enhancement of service sector contribution to the Sri Lankan gross domestic product. The servicescape of hotels was focused in this study since the purpose was to examine the impact of servicescape on service quality of hotels in Tangalle in Sri Lanka . The primary data for the study were collected from the sample survey that was conducted in Tangalle , Sri Lanka . 25 respondents were selected for the sample and the sample represented customers of four tourist hotels in Tangalle , Sri Lanka. A questionnaire was designed to obtain customer attitudes regarding major variables of servicescape and services quality. Servicescape indicators were Exterior Displays, Interior Displays and Social Dimensions. Services quality indicators were Tangibles, Reliability, Responsiveness, Empathy and Assurance. The analysis of variables of servicescape and services quality reflected that there was a positive relationship between servicescape and services quality. Therefore overall results showed that there was a significant relationship between servicescape and services quality of hotels in Tangalle , Sri Lanka . Moreover, test results indicated that there was a significant relationship between gender and interior displays and it was proved that females concentrated more on interior displays of the hotel.

Keywords: servicescape, tangibles, reliability, responsiveness, empathy, assurance