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**INVESTIGATING SERVICE DELIVERY AND ITS IMPACTS ON CUSTOMER  
SATISFACTION. A CASE STUDY OF ROCK CLASSIC HOTEL IN TORORO DISTRICT**

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FULFILLMENT OF REQUIREMENTS FOR THE AWARD OF BACHELORS' DEGREE OF TOURISM AND  
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## DECLARATION

I **OTHIENO JACKSON** hereby declare that this research proposal has been my own original work and it has not been submitted to any other University/Institution by anybody else for any other degree award.

Student's Signature: .....

Date: .....

## APPROVAL

This research proposal has been submitted for examination with the approval of my supervisor and is for the award of a Bachelor of Business Administration of Busitema University.

Supervisor: **Mr. JOWALIE WAMPANDE**

Signature: .....

Date: .....

## DEDICATION

This research project is dedicated to my loving and caring mum Nyachwo Patricia, Dad Mzee Othieno Anyamo, my spouse Auma Mary and all my children for their endless support and care they have accorded to me throughout my entire life.

I also dedicate this research to the staff members of Busitema University, On a special note I also dedicate this research to my supervisor, for his endless guidance and lastly, to my friends and fellow researchers at Busitema University especially Adongo Goret, Apio Sandra, Makoha Jackson Oringo Jonah and Obbo Abraham.

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May God bless you ALL

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## ABSTRACT

The study was carried out with the purpose of investigating the service delivery system and its impacts on customer satisfaction in rock classic hotel in Tororo district. The objectives of the research were, to find out the impact of service delivery on consumer satisfaction in Rock classic hotel, to find out the challenges faced by Rock classic hotel in service delivery, to make recommendations on improving customer services in Rock classic hotel. The researcher applied both qualitative and quantitative techniques in designing the research

A total of 80 respondents participated in the study and were selected using simple random sampling method. The data was collected using questionnaires and interviews and presented using tables, graphs and pie charts for easy analysis.

The research summary has been drawn basing on the above three main research objectives and the research findings as presented in the problem statement.

It was found that the impacts of service delivery majorly customer loyalty, greater profits then followed by communication and lastly internet communication.

Additionally, the findings summarised that challenges faced by hotels in service delivery are mainly building a relationship with customers followed by challenges in managing a brand.

Lastly the study came up with recommendations on how to improve on customer service in the hotel and concluded that training of employees on how to deliver services is recommendable, and then porter's generic strategies should be considered followed by creating a customer retention program in order to improve on service delivery.

## CHAPTER ONE

### BACKGROUND OF THE STUDY

#### 1.0 Introduction

This chapter comprises of background of the study, statement of problem, purpose of the study of objectives, research questions, scope of the study and significance of the study.

#### 1.1 Background to the study

Globally, in USA, the hotel industry reported higher performance in February than in January 2020, along with better indexed comparisons with 2019, according to data from STR. February 2022 (percentage change from February 2019): Occupancy: 56.9 percent (-8.2 percent), Average daily rate: \$137.39 (+6.8 percent), Revenue per available room: \$78.24 (-1.9 percent). On a nominal basis, the country's ADR level was the highest for any month since August 2021. When adjusted for inflation, the February ADR level was roughly 5 percent below the 2019 comparable (Jena Tesse Fox, 2022).

Also, in Malaysia, the management of Sutera lodges has expressed a satisfaction in customer service delivery by the front office department as it gained about 64,791 customers in the year 2018/2019 (Kalasa and Christopher, 2019).

In Africa, according to Nigeria, there are complaints on the levels of services rendered that are not satisfactory and charges that are not commensurate to value of products and services obtained by customers. And this started with a slight decrease in the number of customers since 2015 and rapidly in 2020, that is, 49.8%, 44.7%, 43.6%, 42.6%, 42.4 and then 5% in 2015, 2016, 2017, 2018, 2019 and 2020 respectively (Busayo, Ojo, 2020). This has been caused due to an increased rate of employee turnover of more than 60% (report by ILO, 2020). Furthermore, in South Africa, Employees work under difficult situations, for long and odd hours and face unpleasant

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