



**Service Quality, Customer Satisfaction and Customer Loyalty in Luxury
Hotels of Pakistan: A Test of Mediation**

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MPHIL-MS

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A thesis presented to Bahria University, Islamabad in partial fulfillment of the requirements for the degree of MPhil

10th November 2020

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ACKNOWLEDGEMENTS

I would like to specially thank my supervisor **Dr. Shazia Rehman Khan** for her time, assistance, guidance and instructions; she gave to me in the cordial manner throughout this thesis, which would not have been successful without her dedicated attention and guidance. Also, I would like to thank **Mr. Maurizio Romani, General Manager Islamabad Marriot Hotel** and **Mr. Faisal Qayyum Khan, Corporate Director Sales Islamabad Serena Hotel** without whom this would remain a dream.

Munazza Kazmi

10th November 2020

“I dedicate my thesis to my little brother, who financed my whole degree”.

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Abstract

Pakistan Hotel Industry is an emergent market, seeing the recent tourism and hospitality initiatives done on government level. Hence, the idea behind writing this thesis was to assess the impact of Service Quality on Customer Loyalty with mediating effect of Customer Satisfaction and Customer Perceived Value. In order to carry out the research we took the sample of foreign tourist staying in the luxury hotels of Pakistan. However, the results demonstrated the high impact of Service Quality and Customer Satisfaction on Customer Loyalty, but the mediating impact of Customer Perceived Value couldn't find support.