

Relationship between Service encounter and Service Quality and its effects on customer satisfaction: An evidence from Pakistan Hotel Industry

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Abstract

The paper is focused on evaluating the impacts of service encounter elements on service quality perception and their effect in customer satisfaction. The objective of the research were to evaluate the link between service encounter process and service quality perception, evaluate the employee interaction impact on customer experience and service quality perception effects on customer satisfaction. Data was gathered from the leading hotels of Islamabad, Lahore, Karachi and Jehlum with interviews carried out from the top management of these hotels. Discussion of the finding leads to analyze the positive relationship between service encounter and service quality perception as well as their impact on customer satisfaction. The discussion also points out that a well designed service encounter process can become a competitive advantage in the volatile and highly competitive market like Pakistan

Dedications

This humble effort is dedicate to my respectable teachers, beloved parents and friends who encouraged and helped me throughout my educational career.

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