

Effect of Perceived Value on Service Quality and Customer Satisfaction Relationship in the Hospitality Industry in Kenya

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Abstract

The purpose of the study was to analyze effects of service quality on customer satisfaction a moderating effect of perceived value a survey of hotel industry in Kisumu. The study adopted survey research design, where it targeted 174 hotel customers were targeted using simple random sampling. The main data collection instruments were questionnaires. The finding for this research shows that service quality influences customer satisfaction and that perceived value does act as a partial moderating variable in the relationship between service quality features and customer satisfaction. The study recommended that managers should consider customers perceived value while developing their hotel service quality.
