

Influence of 'Seven Ps' on Customer Satisfaction in Hotel Industry in Sri Lanka

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This study aims to find out the influence of seven Ps' on customer satisfaction in hotel industry in Sri Lanka. The hotels and tourism business has been developing with the world fashionable sector, and various kinds of marketing applications and practices are used to attract tourists in this particular industry. It is the largest and fastest growing business sector in Sri Lanka. Further the post war scenario, the hotel and tourism industry has strongly taken major role to contribute to the service industry of Sri Lanka. The place Pasikuda and Arugam Bay have become a famous tourist destination with the history of Sri Lanka. A methodical literature review was done in order to identify the variables for the conceptual framework of the study. For this study Pasikuda and Arugam Bay geographical areas were selected as a sample to represent the whole population in hotels in the East part of Sri Lanka, because these are major tourist destination in Eastern Province. This study used mixed methods research that combines both qualitative and quantitative research methods.

The study findings strongly support the argument that the strategic marketing practices should be implemented holistically. According to the analysis, it is possible to conclude that six independent variables such as product, price, place, promotion, people, and process all have positive effect and direct relationship to customer satisfaction in hotel industry while physical evidence has a negative effect and direct relationship to customer satisfaction.

Keywords: *Seven Ps, Marketing Practices, Hotel Industry, Customer Satisfaction, Sri Lanka*

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