

The Impact of Quality Attributes of Wedding Banquets on Customer Satisfaction and Behavioural Intention in Star Grade Hotels

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Abstract

A wedding functions is paramount for both customers and hoteliers as it is an event of life which is mostly celebrated once in a lifetime. Therefore, it is crucial to management of a hotel to have a proper knowledge regarding quality attributes to satisfy the customers. Previous researches have indicated that quality attributes impact on customer satisfaction to a large extent. This study investigated the nature of the impact of three quality attributes of wedding banquets on customer satisfaction and behavioural intention in 3–5-star hotels in Kandy district (predictors: food, service, and physical environment). It further analyzed the mediating role of customer satisfaction between the quality attributes and behavioural intention. An online survey was conducted to collect data from 141 brides or grooms of married couples, celebrated their wedding ceremony at a wedding banquet in a 3-5 -star hotel in Kandy district in 2019 who were selected using convenient sampling method. The collected data was analyzed through the Statistical Package for Social Science (SPSS) version 26.0. Based on the results of Pearson Correlation and Regression analysis, all the hypotheses to the study were accepted revealing that quality attributes positively impacted both customer satisfaction and behavioural intention. Also, it could be found that the quality of food is the most influential quality attribute to customer satisfaction and behavioural intention. The results of the Sobel test revealed that the customer satisfaction has a mediating effect on the impact that quality attributes have on behavioural intention. There are research implications of the findings which would guide hotel managers as to where to focus their work energy in terms of generating customer satisfaction and behavioural intention. The study recommends taking every action to improve the quality attributes of wedding banquets giving priority to the quality of food, to gain customer satisfaction and to boost positive behavioural intention.

Keywords: Behavioural intention, customer satisfaction, quality attributes, wedding banquets