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**IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION  
AND CUSTOMER LOYALTY: EVIDENCE FROM HOTEL INDUSTRY**

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**ABSTRACT**

*Satisfaction of the customer is the primary goal of any marketer as customer is considered as a king of the market. The study aims to find out the relationship between service quality, customer satisfaction and customer loyalty in case of Govt. and private hotels as service quality is a significant determinant of customer satisfaction. Regression technique, ANOVA and t-test were used to analyse the collected data. In the present study service Quality and customer Satisfaction are constant and dependent Variable is Loyalty. The study reveals the positive relationship between the service quality and loyalty.*

**KEYWORDS:** *Customer, Loyalty, Satisfaction, Hotels and Services*

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