

The impact of customer service on customer satisfaction: a case of Doctina Beach Mayuge District, Uganda

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Introduction

The study investigated the impact of Customer Service on Customer Satisfaction in Uganda with a particular focus on Doctina Beach Resort in Mayuge District.


Study objectives

1. To find out the customer service practices at Doctina Beach,
2. to examine the relationship between customer service and customer satisfaction,
3. to examine the challenges encountered by the management of Doctina Beach in customer service on customer satisfaction.

Methodology

The researcher collected primary data and secondary data. The researcher used descriptive statistics to present the

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results of the study. A sample of 121 respondents categorized into 101 beach customers and 20 Doctina Beach employees participated in the study. These were selected using simple random sampling and purposive sampling techniques respectively.

Key findings

The research findings showed that Doctina Beach in Mayuge District had good customer handling procedures. The study also found that the premises of Doctina Beach were tidy, clean and hygienic, and that staff showed a clear understanding of the services offered. The premises were safe for the guests and their valuables.

Further, the study found that the majority of the customers were satisfied with the services offered at the beach.

Key recommendations

The study recommended that the management of Doctina Beach should: effectively advertise the services through the available social media platforms, consult customers when designing customer care service policies and emphasise market research.

Key references

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