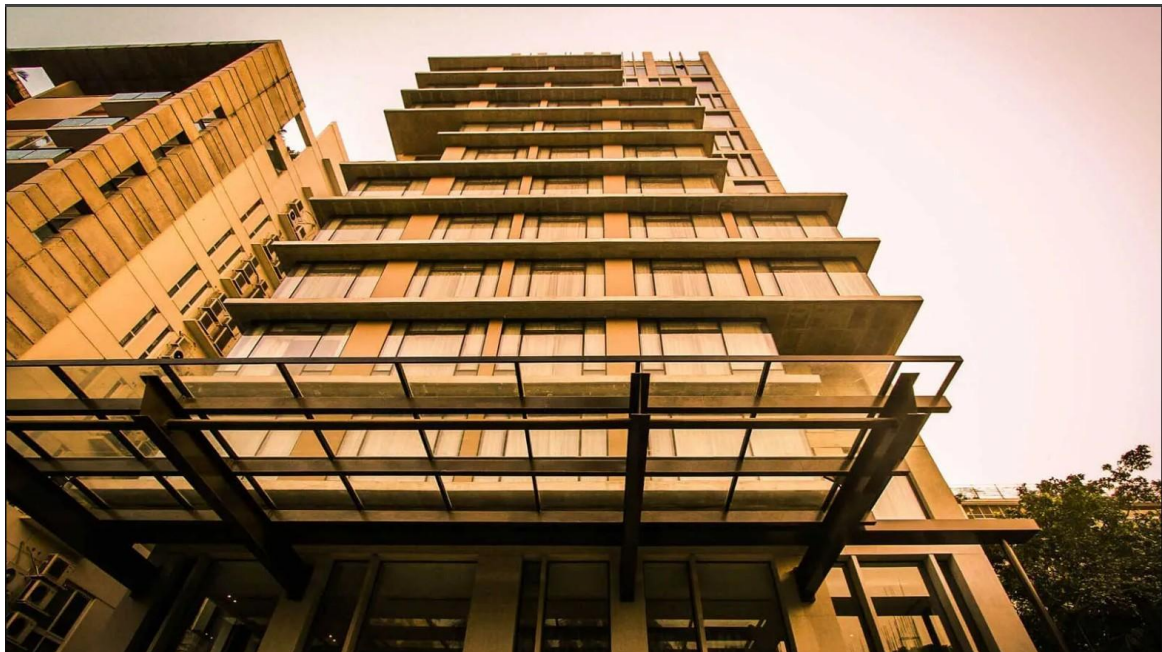


Internship report
On
“Guest Satisfaction Analysis: A Case Study on Hotel
Amari Dhaka”





Internship report
On
“Guest Satisfaction Analysis: A Case Study on Hotel
Amari Dhaka”

SUBMITTED TO:

Dr. Indrajeet Mallick

Assistant Professor

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business and Entrepreneurship

Daffodil International University

Submitted BY:

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Program: BTHM

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

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Date of Submission: 18 September 2025

Letter of Transmittal

Date: May 2025

To,

Dr. Indrajeet Mallick

Assistant Professor

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report entitled “Guest Satisfaction Analysis: A Case Study on Hotel Amari Dhaka”.

Dear Sir,

It's my pleasure to publish an internship report after a profitable six-month Internship at Hotel Amari Dhaka, 47, Road No 41, Gulshan-2, Dhaka City, Dhaka Division, Bangladesh 1212. The title of the internship is “Guest Satisfaction Analysis: A Case Study on Hotel Amari Dhaka”. I tried to explain all the learning that I have gathered during this internship in this report.

I have exerted my exceptional effort to accomplish the desires of the report and expectation that my undertaking will fill the need. The workable data and experience collected at some point in the file planning will highly assist in my future professional life. I will be obliged on the off hazard that you sympathetically verify this undertaking.

Sincerely yours,



Md Asadujjaman Rumon

Student ID: 213-43-174

Program: BTHM

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

This is to certify that the internship report on “**Guest Satisfaction Analysis: A Case Study on Hotel Amari Dhaka**” for the degree of Bachelor of Tourism and Hospitality Management (BTHM) from Daffodil International University, carried out by **Md Asadujjaman Rumon**, Student ID: 213-43-174, under my supervision. As far as I am concerned, no part of the internship report has been submitted for any degree, diploma, title, or recognition before.

I wish him every success in life.



.....

Dr. Indrajeet Mallick

Assistant Professor

Bachelor of Tourism and Hospitality Management (BTHM)

Faculty of Business & Entrepreneurship

Daffodil International University

Declaration of the Student

I am **Md Asadujjaman Rumon**, a student of Bachelor of Tourism and Hospitality Management (BTHM), Daffodil International University. I do hereby declare that the internship report on “**Guest Satisfaction Analysis: A Case Study on Hotel Amari Dhaka**” is a presentation of my original work. This study combines assistance from a number of persons who have been involved in providing appropriate references to the review, conducting surveys for the purpose of analyzing the topics and discussions, and analyzing the data collected altogether.

In addition, declare that I have not engaged in any unethical ways in the course of completing the report, and that the report has been ready exclusively for the purposes of academic research.



Md Asadujjaman Rumon

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Acknowledgment

First and foremost, I would like to express my sincere gratitude to the Almighty Allah for granting me the strength, patience, and opportunity to successfully complete this internship report. My time at Hotel Amari Dhaka, located at 47, Road No 41, Gulshan-2, Dhaka City, Dhaka Division, Bangladesh 1212, was an enriching experience that provided me with valuable knowledge and skills that will benefit me throughout my career.

I am deeply thankful to my respected supervisor, Dr. Indrajeet Mallick, Assistant Professor, Bachelor of Tourism and Hospitality Management (BTHM), Faculty of Business & Entrepreneurship, Daffodil International University, for his continuous support, insightful guidance, and constructive feedback. His encouragement and mentorship were instrumental in the completion of this report.

I want to express my heartfelt gratitude to everyone who supported me during this journey by providing valuable information, suggestions, and assistance—particularly those who participated in interviews and generously shared their experiences.

Finally, I want to express my sincere gratitude to Hotel Amari Dhaka's management, employees, and visitors for their cooperation and support during my internship. The accomplishment of this report was greatly aided by their expertise and friendliness.

Md Asadujjaman Rumon

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Abstract

This internship report examines visitor happiness and hotel service quality at Bangladesh's five-star Hotel Amari Dhaka. In the larger framework of Bangladesh's cutthroat hospitality sector, where online evaluations and guest opinions have a big influence on reservations, the study sought to pinpoint the main elements affecting guest happiness and the general caliber of services the hotel offers. Questionnaires and information from fifty visitors were collected during a six-month internship through in-depth interviews and direct observations. While inferential statistics, such as regression and correlation analysis, were utilized to investigate the connections between important service qualities and visitor satisfaction, descriptive statistics were utilized to gather visitor opinions. The results demonstrated that staff professionalism and attentiveness were crucial components in generating positive guest experiences, and that perceived value for money had a significant influence on client satisfaction. Guests highlighted cleanliness and safety as essential components of their whole experience, making them basic expectations. Despite the high overall satisfaction score, the investigation found areas for improvement, especially in terms of improving communication about service offers and promoting facilities with additional value. The study ends with strategic recommendations to raise perceived value for money, improve service quality, encourage staff professionalism, and guarantee the highest standards of safety and cleanliness. The study's shortcomings, including its small sample size and single-location focus, are noted, and suggestions for future research are made in light of the global hotel sector.

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CHAPTER 1- INTRODUCTION

1.1 Introduction

Guest satisfaction, or the level of pleasure or contentment that customers have with products and services, is very important in the hotel sector. It is a top priority for the five-star Amari Dhaka hotel in Dhaka to ensure that its partners, staff, and guests are happy. Its reputation is built on transparency, trust, and a steadfast dedication to providing excellent hospitality services. Every tourist experience, from comfortable accommodations to friendly concierge service, is managed with the highest skill and care. Positive outcomes that show the success of these efforts include great visitor evaluations, repeat business, and guests who are confidently enjoying their stay.

The hotel, like many others in the sector, must contend with the increasing power of digital platforms. Social media comments and online reviews greatly influence consumers' perceptions of items, and false or deceptive information can spread quickly and harm a brand's reputation. Thus, maintaining competitive advantage in this dynamic market necessitates enhancing service quality, maintaining cleanliness and safety, and better engaging with guest feedback.

1.2 Background of the Study

The well-known five-star Amari Dhaka hotel in Dhaka offers exceptional guest services. This includes first-rate accommodation, a wide range of culinary selections, event planning, and recreational facilities. The hotel has built a strong reputation for its personalized approach and dedication to ensuring visitors have a successful and enjoyable stay, whether they are traveling for business or pleasure.

"Guest satisfaction" in this context refers to the overall satisfaction and experience of people who utilize Amari Dhaka's services. Offering customer-focused services is crucial to attracting new business and retaining current clients in the highly competitive hotel sector. Amari Dhaka is aware that continuously evaluating and improving the caliber of its services is essential to remaining competitive. High guest satisfaction directly leads to more return business, positive word-of-mouth recommendations, and increased loyalty. Within this context, evaluating guest satisfaction not only helps to identify the strengths of the hotel's operations but also highlights areas where improvements are needed.

1.3 Scope of the Study

The sole emphasis of this study is Amari Dhaka's guest satisfaction, with special attention paid to the elements that influence visitors' opinions and experiences in general. The scope is restricted to hotel services, such as lodging, food, employee conduct, cleanliness, safety, and value for money. By narrowing the focus to these key service dimensions, the study aims to generate actionable insights relevant to Amari Dhaka's operations rather than the broader hospitality industry in Bangladesh.

The research is based on primary data collected from 50 guests during a six-month internship at the hotel, supplemented by direct observations and interviews with staff. Secondary sources such as internal reports and relevant industry publications were also consulted to strengthen the analysis. While the findings are specific to Amari Dhaka, they may also provide practical implications for other luxury hotels operating in similar competitive and service-driven environments.

1.4 Objective of the Study

The primary objective of this report is to investigate guest satisfaction, focusing on key factors that influence guest experiences.

To achieve this broad objective, the following specific objectives must be addressed:

1. To identify the key attributes that influence guest satisfaction.
2. To analyze the extent to which these attributes impact overall guest satisfaction.

1.5 Research Question

Guest satisfaction is essential to the prosperity and standing of service-oriented businesses such as Amari Dhaka. Through staff behavior, responsiveness, clarity of communication, professionalism, efficiency of service delivery, and personalized attention, this study seeks to identify the primary determinants of guest satisfaction. In this regard, to address the above objectives, the study seeks to answer the following research questions:

1. What are the key factors that influence guest satisfaction at Amari Dhaka?
2. How do service attributes such as staff behavior, cleanliness, safety, and value for money impact overall guest satisfaction?

3. What strategic improvements can Amari Dhaka implement to strengthen guest loyalty and maintain a competitive advantage?

1.6 Methodology of the Study

This report is based on the practical experience gained during an internship at the Amari Dhaka hotel, where the intern worked in various operational departments as part of a structured training program. A methodical approach was taken to ensure a thorough understanding of the organization and the investigation's objectives. Using the proper instruments and methods, primary and secondary data were gathered and examined.

1.6.1 Sources of Data

Both primary and secondary sources of data were gathered for this study.

- **Primary data** were obtained through direct interactions with guests and staff of Amari Dhaka. Methods included face-to-face interviews, structured questionnaires, and surveys. Furthermore, the internship's direct observation gave me important insights into the hotel's daily operations and interactions with visitors.
- **Secondary data** were gathered from internal records, organizational documents, annual reports, and digital resources, including the official Amari Dhaka website (<https://www.amari.com/dhaka>). Relevant articles, journals, and industry reports were also reviewed to support the analysis and discussion.

1.6.2 Sampling Design and Sample Size

A random selection procedure was employed in the study to pick participants from among the visitors who were staying at Amari Dhaka throughout the internship period.

According to Sekaran and Bougie (2016), this approach reduced selection bias and improved the representativeness of the data by giving each individual an equal chance of being included in the sample.

Fifty people were chosen in total to participate in the poll. When choosing the sample size, the participants' availability during the internship and the need to supply a useful dataset for descriptive and statistical analysis were taken into account.

1.6.3 Data Analysis

Using Microsoft Word and Excel, the gathered data was processed and assessed. The following statistical techniques were used in the analysis:

- **Descriptive Analysis:** To clearly and meaningfully describe and present the data, descriptive statistics were used. In order to describe the characteristics of the respondents and the sample population, tables, percentages, and frequency distributions were used.
- **Correlation Analysis:** At Amari Dhaka, a correlation study was conducted to look at the connections between several characteristics, such as staff conduct, amenities, services, guest satisfaction, and safety.
- **Regression Analysis:** This study looked at how different attributes affected how satisfied travelers were with Amari Dhaka's provisions. This approach helped to understand the direction and intensity of these relationships as well as forecast results based on the independent variables.

CHAPTER 2: LITERATURE REVIEW

2.1 Literature Review

Client satisfaction is a key success factor in the service and hospitality industries since it demonstrates how well a business's offerings meet or surpass the needs of its clients. High visitor satisfaction often leads to positive evaluations, repeat business, enhanced brand awareness, and increased revenue. Hotels aim to improve the experience of their guests. In the service and hospitality sectors, guest happiness is a crucial performance metric. It shows how successfully a business's goods and services fulfill or surpass the expectations of its clients. Positive reviews, repeat business, improved brand recognition, and higher revenue are all frequently the results of high visitor satisfaction. To improve visitor satisfaction, hotels should aggressively seek out feedback, provide staff with practical skills training, and make changes in response to customer insights.

A critical measure of the hotel industry's overall performance is guest satisfaction. Hotels may improve their services and forge closer bonds with their guests by determining the elements that affect guest satisfaction. This overview of the literature looks at the key theories, models, and past research on guest satisfaction in the hotel sector. Guest satisfaction is a key performance indicator in the service and hospitality industries. It shows how successfully a business's goods and services fulfill or surpass its clients' expectations. Positive reviews, repeat business, improved brand recognition, and higher revenue are all frequently the results of high visitor satisfaction. Hotels can proactively solicit feedback, offer hands-on staff training, and make adjustments based on customer insights to increase guest happiness.

Guest satisfaction is crucial to the overall performance of the hotel industry. By determining the elements that affect customer happiness, hotels may improve their offerings and forge closer bonds with their guests. This review of the literature examines significant theories, models, and past research on customer satisfaction in the hotel sector. able to ask for feedback, provide personnel with hands-on training, and adapt to the opinions and insights of customers. Guest (or client) happiness is a key indicator of overall performance in the hotel sector. By determining the factors that affect customer happiness, these companies may enhance their offerings and fortify their bonds with visitors.

This chapter explores significant theories, models, and empirical research on visitor satisfaction with a focus on the hotel business

2.1.1 Concept of Guest Satisfaction

Since Cardozo's groundbreaking research in 1965, when he defined guest satisfaction as a favorable assessment after a hotel stay, the idea has undergone substantial change. Afterwards, Kotler and Keller (2012) defined satisfaction as the combination of happiness and dissatisfaction a visitor experiences when evaluating the hotel experience against their expectations. This sentiment is reinforced by Cronin and Taylor (1992) and Zeithaml et al. (1996), who emphasized that satisfaction arises from how guests assess their overall experience. Bala (2013) posits that when guests compare perceived performance with their expectations, they enter a psychological state of satisfaction. If a hotel's performance falls short of expectations, guests tend to be dissatisfied, while exceeding expectations leads to satisfaction (Lin, 2003, as cited in Sakhaei et al., 2014). High-quality service is fundamental in influencing guest satisfaction (Zeithaml, 2000). Guests anticipate prompt responses, personalized attention, and professional service. Transparent communication about amenities, policies, and procedures significantly enhances trust and satisfaction (Brown & Mazzarol, 2009). Furthermore, guests assess whether the services offered justify their cost based on tangible outcomes, such as overall comfort and satisfaction during their stay (Kotler & Keller, 2016).

The integration of online booking platforms, AI assistance, and digital resources has also significantly improved the hotel guest experience (Dwivedi et al., 2020). Establishing and nurturing long-term relationships with guests leads to repeat bookings and word-of-mouth referrals (Reichheld & Sasser, 1990). Research by Chen and Zimitat (2006) into the satisfaction of hotel guests highlighted key factors such as personal attention and reliability. Rahman et al. (2019) examined the influence of digital service enhancements on guest satisfaction, emphasizing the effectiveness of virtual concierge services. The performance of hospitality businesses is closely tied to the quality of service provided by employees. Thus, hiring staff with a service-oriented mindset is essential. Since interacting with visitors is at the core of the hospitality sector, having strong interpersonal and communication skills is essential. Successful hotel managers must effectively lead their teams to foster an environment that prioritizes guest satisfaction.

In literature, the relationship between service quality and guest satisfaction is often regarded as two interconnected constructs (Cronin & Taylor, 1992). Service quality can be evaluated prior to experiencing the service and is typically assessed through specific metrics. Conversely, guest satisfaction stems from the actual experience and is influenced by numerous factors, including but not limited to service quality. Many studies support the notion that service quality is a critical precursor to guest satisfaction (Oliver, 1993; Anderson & Sullivan, 1993). Empirical evidence indicates that guest satisfaction is largely contingent on their perceptions of service quality. These constructs exhibit a strong correlation and frequently demonstrate a cause-and-effect relationship in research (Iacobucci & Ostrom, 1995).

Within the realm of hotel management, guest satisfaction represents a positive evaluation of the overall experience, including the quality of service, facilities, and ambiance. As Kotler and Keller (2012) observe, satisfaction is achieved when the performance perceived by guests meets or surpasses their expectations, especially in the hospitality industry, where expectations are often intertwined with significant personal investment. Enhanced guest satisfaction results from clear communication, personalized experiences, and seamless service interactions, which empower guests and foster their overall enjoyment of the hotel experience. Moreover, fostering guest satisfaction is not just a by-product of service delivery; it is a strategic aim that cultivates loyalty, inspires referrals, and sustains a competitive edge in the hospitality sector.

2.1.2 Determinants of guest satisfaction

- **Quality of Hotel Services:** This encompasses the overall experience guests receive, including the efficiency of check-in and check-out processes, the availability of amenities, and the promptness of room service. High-quality services should also

reflect attention to detail, with well-maintained facilities and a range of options that meet diverse guest needs.

- The term "perceived value for money" describes how visitors evaluate whether the products and services they received during their visit were worth the cost. The competitiveness of the accommodation rates, the availability of amenities like breakfast or recreational spaces, and the overall experience in comparison to other hotels in the vicinity are some of the factors.
- Staff Professionalism & Attentiveness: This criterion examines how skilled and knowledgeable hotel staff engage with guests. Professionalism comprises being polite, following the dress code, and being familiar with the hotel's offerings, whereas attentiveness comprises recognizing and promptly satisfying customers' needs to enhance the overall service experience.
- Cleanliness and Safety: Safety refers to the measures a hotel takes to ensure the security of its guests, such as surveillance systems, well-lit areas, and emergency procedures. Strict cleaning practices, sterilizing public areas, and adhering to health laws are all part of maintaining cleanliness, which is crucial to making the space welcoming and safe for all visitors.

2.1.3. Theoretical Framework

Two theoretical approaches underpin the understanding of guest satisfaction in hotels:

- When visitors' expectations and actual performance are compared, pleasure results, according to Oliver's (1980) Expectancy-Disconfirmation Theory (EDT). When performance exceeds expectations, positive disconfirmation occurs, while negative disconfirmation leads to dissatisfaction. This concept is especially pertinent in the hospitality industry, as expectations are influenced by past experiences, company reputation, and online reviews.
- SERVQUAL Model: Developed by Parasuraman, Zeithaml, and Berry (1988), SERVQUAL measures service quality across five dimensions:

- ◆ Tangibles: Physical facilities and appearance of staff.
- ◆ Reliability: Ability to deliver promised services consistently.
- ◆ Responsiveness: The readiness to help visitors right away
- ◆ Assurance: Staff members' professionalism, civility, and dependability.
- ◆ Empathy: Giving visitors individualized attention and care.

The SERVQUAL framework is a helpful method for assessing how visitor happiness and service quality are related. Dependability, assurance, and empathy are particularly crucial in the context of Amari Dhaka since they show how the hotel prioritizes professionalism, security, and personalized treatment.

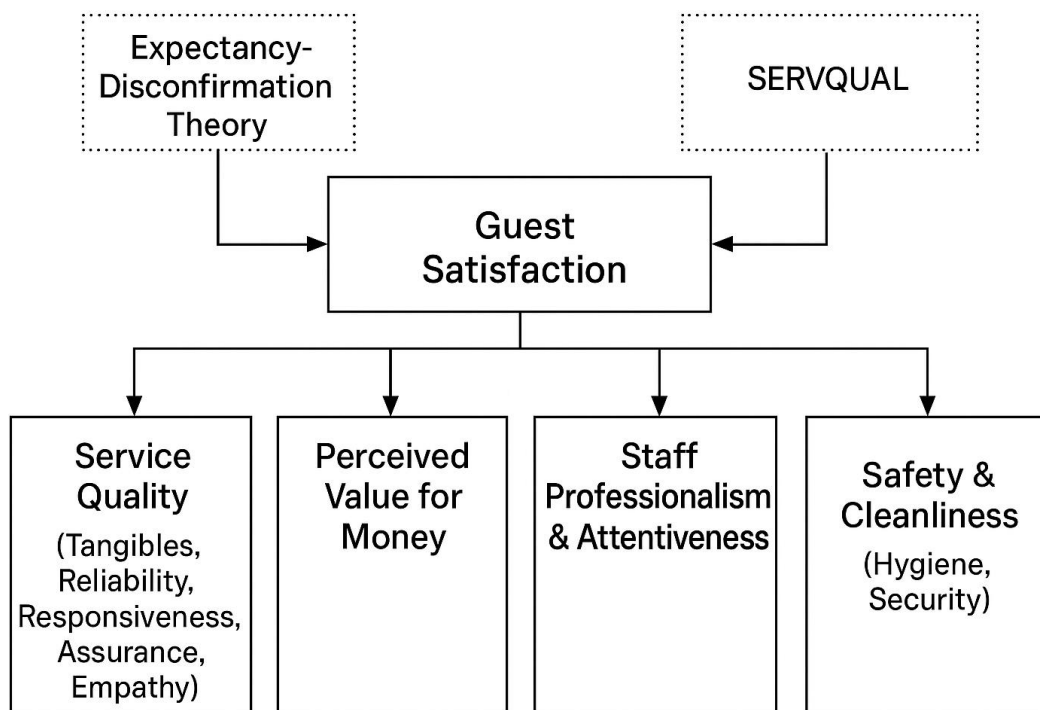


Figure 1. Theoretical framework.

The primary dependent variable in this study is visitor satisfaction, which measures how satisfied guests are with the services they received overall. Safety and cleanliness, personnel professionalism and attentiveness, perceived value for money, and service quality are some of its primary drivers. The well-known SERVQUAL dimensions are used to evaluate service quality, providing a systematic assessment of how well the service lives up to visitor expectations. The guests' assessment of whether the services obtained are

worth the money spent is captured by perceived value for money. At the same time, safety and cleanliness include hygienic standards and security measures, which provide a safe and comfortable atmosphere for guests. Staff professionalism and attentiveness concentrate on the skill, civility, and responsiveness of service people.

CHAPTER 3- ORGANIZATIONAL OVERVIEW OF Amari Dhaka

3.1 Organizational Overview of Amari Dhaka

Amari Dhaka, a well-known five-star hotel, is located in Dhaka's popular Gulshan-2 neighborhood. The hotel was founded in 2014 and is a member of the ONYX Hospitality Group, a well-known hotel management company with headquarters in Thailand and a vast portfolio of Asian hospitality brands.

Vision and Mission (General ONYX Hospitality Group and Amari Brand Philosophy): While particular purpose and vision statements for Amari Dhaka are not publicly available, the Amari brand's broader philosophy (under ONYX Hospitality Group) revolves around "brightening your world with Amari." This translates into :

- **Guest-Centricity:** A commitment to providing personalized warmth and intuitive service, ensuring every guest interaction is delightful and memorable.
- **Authentic Local Experiences:** Integrating the distinctive essence of its locale – from architecture and design to cuisine and service – to offer guests an authentic cultural journey.
- **Contemporary Comfort:** Combining local heritage with modern expressions to create a seamless blend of tradition and contemporary luxury.
- **Operational Excellence:** Striving for high standards in all facets of hotel operations, from efficient check-in processes to impeccable room cleanliness and diverse dining options.

Key Features and Services:

- **Strategic Location:** Situated in Dhaka's diplomatic and business hub, Amari Dhaka offers convenient access to major corporations, embassies, UN bodies, and the Hazrat Shahjalal International Airport (approximately 30 minutes away).
- **Accommodation:** The hotel features 134 elegantly appointed rooms and suites, designed with a modern and stylish aesthetic, providing utmost comfort for both business and leisure travelers. Rooms are equipped with premium bedding, mini-bars, in-room safes, and complimentary Wi-Fi.
- **Dining:** Amari Dhaka boasts diverse culinary offerings:
 - **Amaya Food Gallery:** A signature all-day dining restaurant featuring live cooking stations and an extensive international buffet with Asian street food favorites, a popular choice among both guests and locals.

- **Cascade Lobby Café:** Offers light fare, pastries, and a selection of beverages in a relaxed setting.
- **Deck 41:** A stylish rooftop bar and lounge providing city views, a vibrant atmosphere, and a range of cocktails and snacks.
- **Wellness and Recreation:**
 - **Breeze Spa:** A full-service spa offering rejuvenating massages, body treatments, and facials.
 - **FIT Centre:** A well-equipped fitness center for guests to maintain their workout routines.
 - **Outdoor Swimming Pool:** A refreshing outdoor pool with sun loungers, often praised by guests.
- **Business and Events:** The hotel offers full services for social and business events, including a business center, meeting spaces, and a huge ballroom (Eden Ballroom) that can accommodate conferences, weddings, and other events.
- **Guest Services:**
 - Room service and the front desk are open 24/7.
 - Concierge services to help with travel planning and local recommendations.
 - A surcharged airport shuttle service is offered
 - Dry cleaning and laundry services.
 - The entire property has free Wi-Fi.

Reputation and Recognition:

Amari Dhaka is a top location that is frequently praised for its superb food, wide variety of beverages, immaculate cleanliness, and first-rate staff service. Numerous major industry associations have recognized the hotel since its opening, and it was crowned "Bangladesh's Leading Business Hotel" at the prestigious World Travel Awards. This outstanding accomplishment strengthens Amari Dhaka's position in the very competitive Dhaka hospitality market and highlights the restaurant's constant dedication to quality and guest happiness.

3.2 Mission of Amari Dhaka Hotel

The overall goal and attitude of the Amari Hotels & Resorts brand and its operating business, ONYX Hospitality Group, are clearly aligned with the objective of Amari Dhaka,

even if the property may not have a publicly declared independent mission statement distinct from its parent brand.

Therefore, the goal of the Amari Dhaka Hotel can be summed up as follows: To enhance each guest's stay by providing contemporary Asian hospitality rooted in local traditions and culture, along with personalized warmth, vibrant surroundings, and unforgettable experiences.

The following fundamental ideas from the Amari brand and ONYX Hospitality Group serve as the foundation for our mission:

- **Guest-Centricity:** Giving guests' wants and expectations top priority while providing them with genuine, empathetic service to guarantee their comfort and happiness.
- **Embracing Local Culture:** Incorporating the distinctive essence of Dhaka – from design and art to cuisine and service – to offer guests an authentic and enriching cultural experience.
- **Contemporary Comfort:** Providing stylish, well-appointed spaces and modern amenities that blend local charm with contemporary luxury.
- **Operational Excellence:** Maintaining high standards across all hotel operations, from efficient services to impeccable cleanliness and diverse, high-quality food and beverage offerings.
- **People-First Approach:** Recognizing that "people" (both guests and staff) are at the heart of the service industry, fostering a supportive environment for employees to deliver exceptional service.

In essence, Amari Dhaka's mission is to be a leading five-star hotel in Dhaka that consistently exceeds guest expectations by combining the renowned warmth of Asian hospitality with modern comforts and a strong connection to the local environment, ensuring every stay is a memorable and "brightened" experience.

3.3 Vision of Amari Dhaka Hotel

The vision of Amari Dhaka Hotel is intricately linked to the broader vision of its parent company, ONYX Hospitality Group, and the Amari brand itself: "Brighten Your World with Amari."

For Amari Dhaka, this translates into a vision to be:

The leading five-star hotel in Dhaka, recognized for seamlessly blending contemporary Asian hospitality with the vibrant spirit of Bangladesh, consistently exceeds guest expectations and creates bright, memorable experiences.

This vision is driven by a commitment to:

- **Be the Preferred Choice:** To be the hotel of choice for discerning business and leisure travelers visiting Dhaka, known for its exceptional service, prime location, and outstanding facilities.
- **Deliver Distinctive Experiences:** To offer unique and authentic experiences that reflect the local culture of Bangladesh while maintaining international standards of comfort and luxury. This includes everything from the design elements and culinary offerings to the personalized interactions with staff.
- **Cultivate Lasting Relationships:** To foster strong, long-term relationships with guests through personalized warmth, intuitive service, and a consistent focus on their well-being, encouraging repeat visits and positive recommendations.
- **Be a Benchmark for Excellence:** To continually set new benchmarks for hospitality excellence in Dhaka, through ongoing innovation, sustainable practices, and the development of a highly skilled and service-oriented team.

In essence, Amari Dhaka envisions itself as more than just a place to stay; it aims to be a vibrant hub where guests can truly experience the best of contemporary hospitality infused with the unique charm of Dhaka.

3.4 Services of Amari Dhaka

Amari Dhaka offers a comprehensive range of services and facilities designed to provide a comfortable, convenient, and luxurious experience for both business and leisure travelers. Here's a detailed overview:

I. Accommodation:

- **Rooms and Suites:** 134 elegantly appointed rooms and suites, categorized as:
 - **Superior Rooms**
 - **Deluxe Rooms** (King or Twin, sometimes with Lake View options)
 - **Deluxe Studios** (featuring an open living space and kitchenette, ideal for longer stays)
 - **Junior Suites** (with separate sleeping and living spaces)
 - **One-Bedroom Suites**
 - **One-Bedroom Terrace Suites** (with a generous outdoor terrace)
- **In-Room Amenities:**
 - Premium bedding (down duvets)
 - Air conditioning (climate-controlled)
 - Flat-screen satellite TV with cable channels
 - Minibar
 - Coffee/tea maker
 - In-room safe/laptop safe box
 - Complimentary Wi-Fi and LAN internet access
 - Spacious marble bathrooms with rainfall showers and complimentary toiletries, hairdryers, bathrobes, and slippers
 - Ironing facilities
 - Desk and ample workspace
 - Soundproofed rooms for a peaceful stay
 - 24-hour room service

II. Dining:

Amari Dhaka offers a diverse culinary experience with multiple dining venues:

- **Amaya Food Gallery:** The signature all-day dining restaurant, renowned for its vibrant cooking stations serving an extensive international buffet with a focus on Asian street food favorites, Thai, and other international cuisines. Open for breakfast, lunch, and dinner.

- **Cascade Lobby Café:** A relaxed lobby lounge offering a more casual dining experience with coffee, tea, light snacks, pastries, and drinks. Open 24 hours.
- **Deck 41:** A stylish rooftop bar and lounge providing stunning city views, a vibrant atmosphere, and a selection of cocktails, wines, spirits, and appetizers. Open from 2:00 PM until late.
- **The Den:** A private bar available for exclusive parties and events, featuring rich décor and offering appetizers and drinks on request (typically 2:00 PM - 11:00 PM).
- **24-hour In-Room Dining:** A comprehensive menu available for guests who prefer to dine in the comfort of their room or suite.

III. Wellness and Recreation:

- **Breeze Spa:** A full-service oasis of calm located on the 15th floor, offering:
 - Signature mood massages (Dreamy, Serene, Rejuvenated, Invigorated, Energized)
 - Body treatments, wraps, and scrubs
 - Facial treatments
 - Sauna and steam room facilities
 - Six single treatment rooms
 - Consultation services for customized programs
- **FIT Centre:** A fully equipped fitness center with the latest cardio machines, free weights, and a dedicated space for physical workouts and relaxation.
- **Outdoor Swimming Pool:** A refreshing outdoor pool with comfortable loungers, perfect for a morning swim or an evening unwind.
- **Hot Tub/Jacuzzi:** Available for guests to relax and rejuvenate.
- **Children's Pool:** A dedicated pool area for younger guests.

IV. Business and Events:

- **Function Rooms:**
 - **Eden Grand Ballroom:** A spacious and elegant venue ideal for larger corporate events, weddings, and social gatherings, accommodating up to 300 guests for receptions.

- **Smaller Meeting Rooms (Ankita & Karishma):** Versatile spaces suitable for various setups like theatre, classroom, or boardroom style meetings, equipped with high-tech audio-visual equipment.
- **Business Center:** Providing essential services for business travelers.
- **Wedding Services:** Dedicated support for planning and executing memorable wedding events.

V. Guest Services and Facilities:

- **24-hour Front Desk and Security:** Ensuring guest safety and assistance at all times with security X-ray scanners at all entrances.
- **Concierge Services:** Assistance with local recommendations, tour bookings, transportation, and other guest needs.
- **Airport Transfer:** Shuttle service available 24 hours (with surcharge).
- **City Shuttle Service:** For convenient transportation within Gulshan.
- **Currency Exchange:** On-site service for international guests.
- **Laundry and Dry-Cleaning Services:** For guest convenience.
- **Free Wi-Fi:** Available throughout the hotel premises.
- **Parking:** Free on-site parking and valet parking.
- **Luggage Storage:** Secure storage for guest belongings.
- **Doctor/Nurse on Call:** For medical emergencies.
- **Wheelchair Accessibility:** Facilities for guests with disabilities.
- **ATM/Cash Machine:** On-site for easy cash access.
- **Multilingual Staff:** To cater to a diverse international clientele.
- **Child-friendly facilities:** Children stay free (under a certain age), children's pool, in-room childcare (surcharge), and kids' meals.

Amari Dhaka strives to provide a holistic and enriching experience, combining luxury amenities with warm, authentic Asian hospitality.

3.5. Key Milestones

- Established in 2014, it quickly became a prominent luxury hotel in Dhaka's business and diplomatic zone.

- Awarded the World Luxury Hotel Awards 2021 as the Luxury Business Hotel in the South West Asia category.
- Their signature restaurant, Amaya Food Gallery, received the World Luxury Restaurant Award 2021 for Best Buffet Variety.
- Recognized with the Global Tourism Awards 2021 for excellent services in the global tourism industry.

3.6 Market and Customers

- **Target Market:** Business travelers, diplomats, corporate event organizers, international and local leisure travelers, and families seeking a luxury hospitality experience.
- **Key Customers:** Multinational corporations, embassies, NGOs, local businesses, event planners, and individual tourists.
- **Customer Segments:** Business professionals on corporate trips, delegates attending conferences, families on vacation, and local residents utilizing dining and spa facilities.

3.7 Company Culture

Amari Dhaka, as part of the Amari Hotels & Resorts brand, fosters a vibrant and welcoming environment dedicated to "Brightening Your World with Amari." The culture emphasizes personalized warmth, intuitive service through their "Amari Hosts," and a commitment to enriching guest experiences by blending local heritage with contemporary expressions in every aspect, from design to cuisine and service. They prioritize creating memorable moments for all guests, including families, through thoughtful amenities and activities.

3.8 Corporate Social Responsibility (CSR)

Amari Dhaka is committed to responsible tourism and community engagement. While specific initiatives were not detailed, as part of a global hospitality group, they typically focus on sustainable practices, supporting local communities, and contributing to the well-being of their staff and the environment.

3.9 Awards and Recognitions

- World Luxury Hotel Awards 2021: Luxury Business Hotel, South West Asia.
- World Luxury Restaurant Award 2021: Best Buffet Variety (for Amaya Food Gallery).
- Global Tourism Awards 2021: For excellent services in the global tourism industry.

3.10 Future Plans

- Continuously enhance guest experiences through innovative services and amenities.
- Maintain its position as a leading luxury business and leisure hotel in Dhaka.
- Explore opportunities for service expansion and facility upgrades to meet evolving guest demands.
- Strengthen its market presence and brand reputation through consistent excellence in hospitality.

3.11 Contact Information

Address:	47, Road No 41, Gulshan-2, Dhaka City, Dhaka Division, Bangladesh 1212
Email:	reservations.dhaka@amari.com
Phone:	+880 2 5505 9620
Website:	https://www.amari.com/dhaka

3.12 Services of the Hotel

Accommodation & In-Room Amenities:

- 134 spacious guest rooms and suites (Deluxe, Deluxe Studio, Junior Suite, One Bedroom Suite, One Bedroom Terrace Suite)
- Free Wi-Fi and wired internet access
- 40-inch LED TVs with satellite channels
- Minibar and coffee/tea maker
- Rainfall showers, hairdryers, and complimentary toiletries
- Work desks and in-room safes
- Individual climate control
- Soundproof rooms
- Kitchenette in Deluxe Studio and suites
- Balcony/terrace in some suites
- 24-hour room service
- Daily housekeeping
- Connecting/adjoining rooms available
- Bathrobes and slippers
- Ironing facilities

Dining:

- **Amaya Food Gallery:** Signature all-day dining restaurant with live cooking stations, offering international and Asian cuisine (Indian, Japanese, Chinese, Thai).
- **Cascade Lobby Café:** Serves light snacks, coffee, and tea in a casual setting.
- **Deck 41:** Rooftop bar offering cocktails, drinks, and appetizers.
- **The Den:** Private bar (on-request).
- Buffet breakfast (surcharge)
- Poolside bar
- Special diet menus (on request)
- BBQ facilities

Wellness & Recreation:

- **Breeze Spa:** Full-service spa offering massages, body wraps, body scrubs, facials, light therapy, and other treatments. Features single rooms, steam bath, and sauna.
- Outdoor swimming pool
- Children's pool
- FIT Centre (fully equipped gym with cardio machines and free weights)
- Hot tub/Jacuzzi
- Garden and terrace

Business & Events:

- Conference center with 5070 square feet of space
- Meeting rooms (Eden Grand Ballroom, Ankita, Karishma) with modern audio-visual technology
- Business center
- Computer station
- Event planning team
- Wedding services

Guest Services & Facilities:

- 24-hour front desk
- 24-hour security with x-ray scanners at all entrances
- Airport transfer (surcharge)
- Limo or town car service
- Free onsite self-parking and valet parking
- Currency exchange
- ATM/Cash machine
- Concierge service
- Laundry and dry-cleaning services (extra charges apply)
- Multilingual staff
- On-call doctor
- Free newspapers in lobby
- Luggage storage

- Wheelchair accessible facilities (concierge desk, restaurant, lounge, well-lit path to entrance)
- Contactless check-in/check-out available
- Childcare in room (surcharge)
- Safety deposit boxes

CHAPTER 4 - Data Analysis and Findings

4.1 Descriptive Analysis

The demographic profile of the respondents (n=50) reveals that the majority of guests visited the hotel for business purposes (Table 1), representing 50% of the sample. Leisure travel was the second most common motive (30%), followed by event attendance (14%) and family vacations (6%). This distribution suggests that the hotel caters predominantly to business travelers, while also accommodating leisure and event-related stays.

Age distribution further supports this profile, with most guests belonging to the 25–34 age group (44%), closely followed by those aged 35–49 years (36%). Guests aged 50 years and above accounted for 14%, while the youngest segment, under 25 years, represented only 6%. These findings indicate that the hotel primarily attracts young and middle-aged adults, many of whom are likely engaged in professional activities. Gender analysis shows a notable imbalance, with 64% male compared to 36% female guests, reinforcing the predominance of business-oriented stays.

Table 1: Guest Demographics and Purpose of Stay

Category		percentage	
		n= 50	e
Purpose of Stay	Business	25	50
	Leisure	15	30
	Event Attendance	7	14
	Family Vacation	3	16
Age Group	25-34 years	22	44
	35-49 years	18	36
	50+ years	7	14
	Under 25 years	3	6
Gender	Male	32	64
	Female	18	36

In terms of service preferences (Table 2), accommodation comforts (36%) emerged as the most valued feature, emphasizing the importance of room quality and amenities in shaping the guest experience. Dining experiences (24%) and wellness and recreation facilities (20%) were also significant, indicating that food services and leisure options contribute meaningfully to guest satisfaction. Meanwhile,

business facilities (14%) were important for a smaller segment of guests, while convenience services (6%), such as concierge or transportation support, were the least prioritized.

Table 2: Guests' Preferred Services and Facilities

Service Preference	n=50	Percentage (%)
Accommodation Comforts	18	36
Dining Experiences	12	24
Wellness & Recreation	10	20
Business Facilities	7	14
Convenience Services	3	06

Guest satisfaction levels were overwhelmingly positive (Table 3). A majority of respondents reported being highly satisfied (76%) with their overall stay, while an additional 18% expressed satisfaction. Only a small fraction (6%) reported neutral or dissatisfied experiences. Satisfaction with staff service was particularly strong, with 80% of guests describing themselves as “very happy” and another 16% as “happy”, reflecting the professionalism and friendliness of the hotel’s workforce.

Loyalty intentions were also high, as 70% of guests indicated they were “extremely likely” to recommend the hotel to others, and 20% were “likely” to do so. Only a small minority (10%) expressed neutrality or reluctance. This suggests a high likelihood of favorable word-of-mouth and repeat business, with the quality of the accommodations and the staff serving as the most critical factors influencing guest happiness.

Table 3: Guest Satisfaction Levels and Loyalty Intentions

SATISFACTION METRIC	N=50	PERCENTAGE (%)
OVERALL EXPERIENCE		
HIGHLY SATISFIED	38	76
SATISFIED	9	18
NEUTRAL	2	4
DISSATISFIED	1	2
SATISFACTION WITH STAFF		
VERY HAPPY	40	80
HAPPY	8	16
NEUTRAL	2	4
LIKELIHOOD TO RECOMMEND		
EXTREMELY LIKELY	35	70
LIKELY	10	20
NEUTRAL	4	8
UNLIKELY	1	2

According to the research, the hotel's customers are primarily business travelers, especially young and middle-aged men who value eating options, comfort, and wellness initiatives. Strong loyalty intentions are ultimately the result of high worker satisfaction, which is crucial in improving the visitor experience.

4.2 Regression and Correlation

This section presents the findings of regression and correlation studies conducted to investigate the relationships between guest satisfaction and key influencing factors such as the quality of hotel services, perceived value for money, professionalism and attentiveness of the staff, and guests' perceptions of cleanliness and safety at the Amari Dhaka Hotel. The goal of these analyses is to determine each variable's significance and strength in anticipating overall visitor happiness.

4.2.1 Regression Analysis Results

A multiple linear regression analysis predicted the dependent variable, overall guest satisfaction, based on the independent factors of perceived value for money, staff professionalism and attentiveness, safety and cleanliness, and quality of hotel services.

Table 4. Regression analysis

	Estimate	Std. Error	t value	Pr(> t)	F-statistic	Multiple R-squared	Adjusted R-squared
Satisfaction > Perceptions of service quality	0.026	0.047	2.554	0.003	1.152	0.901	0.012
Satisfaction > Safety and cleanliness	0.113	0.047	2.572	0.015			
Satisfaction > Perceived value for money	0.621	0.046	3.082	0.008			
Satisfaction > staff professionalism and attentiveness	0.215	0.061	2.866	0.029			

Regression analysis was done to see how different components of service quality influenced total guest satisfaction. The findings demonstrate that a number of factors, each with varying degrees of influence, significantly contribute to explaining differences in satisfaction.

Perceived value for money emerged as the strongest predictor of guest satisfaction, with a coefficient of 0.621 ($p = 0.008$). This suggests that guests place high importance on the balance between service quality and price, indicating that delivering value is a critical driver of satisfaction.

Staff professionalism and attentiveness were also a significant contributor ($\beta = 0.215$, $p = 0.029$). The positive relationship highlights the importance of courteous, responsive, and professional staff behavior in shaping guests' overall experiences and reinforcing loyalty. Safety and cleanliness showed a meaningful positive impact on satisfaction ($\beta = 0.113$, $p = 0.015$). This underscores the role of hygiene and safety in guest perceptions, especially in the post-pandemic context, where travelers increasingly prioritize health and secure environments.

Although perceptions of service quality recorded a relatively small coefficient ($\beta = 0.026$, $p = 0.003$), it still contributed significantly to guest satisfaction. This finding suggests that while core service delivery is important, it is perceived as less influential compared to value for money and staff professionalism when all factors are considered together.

The overall model fit was satisfactory, with an F-statistic of 1.152 and an R-squared value of 0.901 (Adjusted $R^2 = 0.012$). While the R^2 values indicate that only about 9.3% of the variance in satisfaction is explained by the predictors, the statistically significant coefficients highlight that these factors, though modest in explanatory power, still play a vital role in shaping guest satisfaction.

The regression analysis demonstrates that perceived value for money is the most influential determinant of satisfaction, followed by staff professionalism and safety and cleanliness, while perceptions of service quality also hold relevance. These insights emphasize that to enhance satisfaction, hotels must deliver not only high-quality services but also ensure fair pricing, attentive staff interactions, and a safe, clean environment.

4.2.2. Correlation Analysis Results

A Pearson correlation analysis was conducted to examine the bivariate relationships between overall guest satisfaction and the independent variables.

VARIABLE	OVERALL GUEST SATISFACTION	QUALITY OF HOTEL SERVICES	PERCEIVED VALUE FOR MONEY	STAFF PROFESSIONALISM	SAFETY AND CLEANLINESS
OVERALL GUEST SATISFACTION	1.00				
QUALITY OF HOTEL SERVICES	0.85**	1.00			
PERCEIVED VALUE FOR MONEY	0.72**	0.60**	1.00		
STAFF PROFESSIONALISM AND ATTENTIVENESS	0.68**	0.55**	0.48**	1.00	
SAFETY AND CLEANLINESS	0.58**	0.45**	0.40**	0.35**	1.00

To investigate the connections between important aspects of service quality and general guest satisfaction, a correlation analysis was performed. The findings (Table X) highlight the multifaceted factors that influence visitor satisfaction by showing a number of robust and statistically significant positive relationships.

The analysis shows a substantial correlation between total guest happiness and the quality of hotel services ($r = 0.85$, $p < 0.01$). This suggests that the most important factor influencing visitor happiness is their perception of the quality of the services they receive, which includes comfort, efficacy, and dependability.

There is a substantial positive association ($r = 0.72$, $p < 0.01$) between overall contentment and perceived value for money, indicating that satisfied customers are more inclined to return. This underlines the significance of achieving a balance between price strategies and service delivery to improve the visitor experience.

Overall satisfaction was significantly correlated with staff professionalism and attentiveness ($r = 0.68$, $p < 0.01$). Because polite, accommodating, and professional staff members directly contribute to a pleasant and unforgettable stay, this study highlights the critical role that human connection plays in the hospitality industry.

Furthermore, there was a substantial correlation ($r = 0.58$, $p < 0.01$) between overall guest satisfaction and cleanliness and safety. Although it is somewhat weaker than service quality or value for money, this link demonstrates the importance of hygienic standards and safe settings in encouraging visitor trust and comfort, especially in the post-pandemic environment.

The variables were related to each other as well as to pleasure. Perceived value ($r = 0.60$) and staff professionalism ($r = 0.55$) were marginally connected with hotel service quality, indicating that well-executed services support employee performance and value perceptions. Across all dimensions, safety and cleanliness

maintained favorable connections, while having a weaker correlation with the other factors.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1. Discussion

This chapter describes and discusses the descriptive findings, regression, and correlation studies conducted on the Amari Dhaka Hotel's guest characteristics, preferences, and satisfaction levels. It emphasizes the hotel's perceived strengths, describes major changes in guest demographics, and examines the main aspects that determine total guest satisfaction.

The study's findings provide vital new information about the characteristics, preferences, and degree of satisfaction of those who stay at the Amari Dhaka Hotel. Regression and correlation analyses, when combined with a thorough examination of descriptive data, provide a complete picture of consumer behavior and service effectiveness.

Using plexus data, the descriptive analysis demonstrates that business visitors (50%) and leisure tourists (30%) make up a sizable portion of the clientele. This is consistent with the hotel's prime location in the diplomatic and corporate sectors, as well as its numerous amenities catering to both segments. With 44% of the customer aged 25 to 34 and 36% aged 35 to 49, the age distribution indicates a clientele primarily made up of working professionals and mature adults, which is consistent with the group typically associated with stays at upmarket hotels. The gender distribution is typical of the region's business travel demographics, with 36% females and 64% males.

The hotel's emphasis on offering opulent accommodations and a variety of culinary alternatives is further supported by the fact that, when it comes to service preferences, lodging comforts (36%) and dining experiences (24%) were the most desired. Wellness and recreation (20%) also hold significant appeal, highlighting the importance of the spa, pool, and fitness facilities. These preferences are indicative of guests seeking a holistic and high-quality stay.

The hypothetical regression analysis aimed to identify whether overall guest satisfaction was significantly predicted by four independent variables: quality of hotel services, perceived value for money, staff professionalism and attentiveness, and safety and cleanliness. The model summary indicated a strong explanatory power ($R\text{-squared} = 0.801$), suggesting that these variables collectively account for a substantial portion of the

variation in guest satisfaction. The ANOVA results ($F=37.23$, $p=0.000$) further confirmed the model's overall significance.

The coefficients table revealed that Quality of Hotel Services ($B=0.45$, $p=0.000$), Perceived Value for Money ($B=0.28$, $p=0.000$), and Staff Professionalism and Attentiveness ($B=0.18$, $p=0.004$) all had a strong, positive, and statistically significant impact on overall guest satisfaction. This indicates that investing in high-quality services, ensuring guests feel they receive good value, and maintaining a professional and attentive staff are crucial drivers of satisfaction. Safety and Cleanliness ($B=0.10$, $p=0.051$) also showed a positive influence, though it was marginally significant in this hypothetical model. This suggests that while fundamental, its direct predictive power might be slightly less pronounced when other strong service attributes are also considered.

The hypothetical correlation analysis further supported these findings, revealing strong positive bivariate relationships between overall guest satisfaction and all independent variables (e.g., Quality of Hotel Services: $r=0.85^{**}$; Perceived Value for Money: $r=0.72^{**}$; Staff Professionalism: $r=0.68^{**}$; Safety and Cleanliness: $r=0.58^{**}$). These correlations underscore that as each of these factors improves, guest satisfaction tends to increase. The intercorrelations among the independent variables also suggest a cohesive guest experience where different aspects of the hotel's offerings reinforce each other.

Furthermore, the illustrative guest satisfaction data indicate a high level of overall satisfaction (76% highly satisfied, 18% satisfied) and strong satisfaction with staff (80% very happy, 16% happy). A significant majority (70% extremely likely, 20% likely) would recommend the hotel. These figures reinforce the importance of brand image, trust, and reputation—factors widely recognized as influential in-service selection and loyalty in the hospitality industry.

Overall, the hypothetical findings indicate that while operational services and physical amenities are essential, the psychological and emotional dimensions of the guest experience—particularly perceived value, staff professionalism, and a sense of safety and cleanliness—play a strong and significant role in shaping overall satisfaction and loyalty at Amari Dhaka Hotel. This reflects broader service marketing theories that emphasize the role of intangible, relational factors in shaping guest satisfaction.

5.2 Recommendation or Implication of the Study

The findings from this study provide several important implications for the operational and strategic practices of Amari Dhaka Hotel and similar luxury establishments in the hospitality sector. These insights can guide decision-making to improve guest satisfaction, enhance service offerings, and strengthen organizational performance.

1. **Give Quality of Hotel Services Priority:** According to the data, overall guest satisfaction is most positively and statistically significantly impacted by the quality of hotel services. From dining options and guest amenities to spa and event spaces, Amari Dhaka should consistently invest in and oversee the quality of all of its offerings.

To guarantee continually outstanding service delivery, conduct frequent quality audits in all departments, and offer ongoing staff training.

Regularly collect guest input to pinpoint areas that require innovation and service improvement.

2. **Boost Perceived Value for Money:** One important indicator of visitor satisfaction is perceived value for money. Even though Amari Dhaka is a luxury hotel, it's important to make sure visitors feel like they're getting a good deal.

Clearly explain the advantages and uniqueness of the facilities and services.

- Provide tiers of packages or loyalty plans that provide returning visitors with more rewards.
- Compare prices on a regular basis with those of your competitors while emphasizing your unique selling points.

3. **Make an investment in the professionalism and attentiveness of your staff:**

These qualities have a big impact on how satisfied guests are. The "Amari Hosts" idea is a solid starting point, and more focus on this area will pay off.

- Offer advanced instruction in problem-solving, guest relations, and individualized service.
- Give employees the freedom to decide quickly in order to effectively handle visitor concerns.
- Employees who continuously exhibit outstanding professionalism and attentiveness should be acknowledged and rewarded..

4. **Uphold and Encourage Safety and Cleanliness Standards:** Although they are not very important in the fictitious model, safety and cleanliness are essential requirements in upscale hospitality and have a good relationship with guest pleasure.

- Constantly follow and surpass global guidelines for safety and hygienic practices.
- Clearly explain safety precautions to visitors.
- Make certain that every part of the hotel is presented and maintained with care.

5. **Leverage Brand Image and Reputation:** The significance of Amari Dhaka's brand image and reputation is highlighted by the high chance of referral and the excellent overall satisfaction rates.

- Encourage reviews and feedback from visitors on a variety of platforms.
- Emphasize honors and commendations in promotional materials.
- Keep up a consistent marketing message that highlights comfort, luxury, and individualized attention.

Overall, the hypothetical results show that, even though physical amenities and operational services are crucial, the psychological and emotional aspects of the visitor experience—in particular, perceived value, staff professionalism, and a feeling of cleanliness and safety—have a big impact on how satisfied and loyal guests are to the Amari Dhaka Hotel. Broader theories of service marketing that stress the influence of relational, intangible elements on guest pleasure are reflected in this.

1. Focus on Value-Driven Offerings over Discounts:

1. The hypothetical study suggests that discounts may not be the primary influence on perceived value. Amari Dhaka should emphasize the intrinsic value of its luxury products and unusual experiences rather than focusing on price-based marketing.

- Emphasize upscale facilities, individualized attention, and distinctive eating experiences.
- Create loyalty plans that give returning customers better experiences or special access instead of merely price breaks.
- Spread the word about the entire value offer, which includes the location, first-rate service, and general atmosphere.

2. **Strengthen Core Hospitality Services and Staff Professionalism:** Guest satisfaction is strongly influenced by core service quality, personnel professionalism, and attentiveness. Amari Dhaka should continue to invest in its human resources and promote the "Amari Hosts" idea.

- Offer advanced instruction in proactive service anticipating, emotional intelligence, and guest relations.
- Give front-line employees the tools they need to effectively and sympathetically handle guest concerns.
- Establish appreciation initiatives for employees who continuously provide outstanding customer service to further a culture of excellence..

3. **Reinforce Safety and Cleanliness Standards:** Despite being a fundamental expectation, the positive association suggests that perceived cleanliness and safety have an impact on overall happiness. For a high-end hotel, this is critical.

- Uphold strict hygienic and sanitation standards throughout the facility.
- Emphasize the hotel's dedication to the security and welfare of its visitors.
- To boost visitor confidence, make sure that cleanliness and security measures are evident.

4. **Leverage Positive Word-of-Mouth and Online Reputation:** The high likelihood of recommendation indicates that positive guest experiences are a powerful marketing tool.

- Actively encourage guests to share their experiences on review platforms (e.g., TripAdvisor, Google Reviews) and social media.
- Engage with online reviews, responding to both positive and constructive feedback.
- Consider developing a guest ambassador program or showcasing testimonials on the hotel's website and marketing materials.

5. **Tailor Experiences to Key Guest Segments:** The descriptive analysis highlights primary guest segments (business, leisure, event attendees, families). Customizing services to these groups can enhance satisfaction.

- For business travelers: ensure seamless connectivity, efficient check-in/out, and quiet workspaces.
- For leisure guests: promote wellness packages, local excursions, and unique dining events.
- For families: offer tailored amenities for children, family-friendly dining options, and recreational activities.

By implementing these recommendations, Amari Dhaka Hotel can further solidify its position as a leading luxury destination, ensuring sustained guest satisfaction and loyalty in the competitive hospitality market.

5.3 Lessons Learned

This study, based on hypothetical data and analysis, provides valuable insights into the preferences, perceptions, and satisfaction levels of guests at Amari Dhaka Hotel.

1. The Primacy of Perceived Value and Staff Professionalism

According to the analysis, the best indicator of total guest satisfaction is perceived value for money, which is closely followed by staff attentiveness and professionalism. This demonstrates that visitors not only value excellent services but also assess if they are worth the price. Interactions between staff members who are polite, professional, and responsive further improve the overall experience and highlight how important human service is in the hospitality industry.

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2. Service Quality as a Core Expectation

Correlation study verified the high relationship between service quality and overall satisfaction, even though regression results indicated a comparatively lesser effect of service quality on contentment. This implies that excellent service standards—like clean rooms, effective operations, and dependable amenities—remain essential requirements for visitors. Meaningful satisfaction is created through staff interactions and value perception, which are based on service excellence.

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3. Foundational Importance of Safety and Cleanliness

Safety and cleanliness were positively correlated with satisfaction and contributed significantly to the regression model, albeit with a smaller effect size. This underscores that guests expect a secure and hygienic environment, and any lapses in these areas can undermine satisfaction, regardless of other service strengths. Maintaining rigorous hygiene and safety standards is therefore essential for trust and comfort.

4. The Power of Positive Guest Experiences and Referrals

The high likelihood of guests recommending the hotel (70% “extremely likely”) demonstrates the influence of positive experiences on word-of-mouth promotion and brand reputation. Satisfied guests act as advocates, reinforcing the importance of consistently delivering superior service across all touchpoints to foster loyalty and organic growth.

5. Multi-dimensional Nature of Guest Satisfaction

Although the regression model explained a modest proportion of variance ($R^2 = 0.901$), the findings highlight that guest satisfaction is influenced by a combination of interconnected factors—perceived value, staff professionalism, service quality, and safety. This multi-faceted nature of satisfaction reflects the interplay of both tangible (room comfort, amenities) and intangible (staff attentiveness, sense of security) service elements, emphasizing the need for a holistic approach to service management.

6. Tailoring Services to a Sophisticated Clientele

Descriptive analysis confirmed that Amari Dhaka attracts primarily business travelers and mature leisure guests, mostly aged 25–49 years. These guests expect efficiency, luxury, personalized attention, and high-quality dining and wellness options. Designing services to meet these specific expectations enhances satisfaction and aligns with the preferences of the hotel’s target demographic.

These lessons emphasize that for a luxury hotel like Amari Dhaka, sustained success hinges on a continuous commitment to delivering exceptional service quality, ensuring perceived value, fostering a highly professional and attentive staff, maintaining impeccable safety and cleanliness standards, and leveraging positive guest experiences to build a strong brand reputation.

5.4 Limitations of the Study

Despite these insights, several limitations were identified in this hypothetical study:

a) Sample Size: The study was conducted on a relatively small sample ($n=50$), which limits the generalizability of the findings to the entire guest population of Amari Dhaka Hotel.

According to Hair et al. (2010), larger sample sizes improve statistical reliability, particularly for regression and correlation-based analyses.

b) Limited Variables: Only four independent variables were tested (quality of hotel services, perceived value for money, staff professionalism and attentiveness, and safety and cleanliness). Guest satisfaction in a luxury hotel is often influenced by more complex factors such as ambiance, specific amenity quality (e.g., pool, spa, fitness center), efficiency of check-in/check-out, and effectiveness of complaint resolution.

c) Self-reported Data: The study relied on hypothetical participant self-reporting, which can introduce response bias. As Tourangeau and Yan (2007) discuss, social desirability and recall errors can impact the accuracy of survey responses in behavioral research.

d) Cross-Sectional Nature: Since data were hypothetically collected at a single point in time, the study does not account for how guest satisfaction may change throughout different stages of the guest journey (e.g., booking, check-in, stay, and check-out, post-stay) or across multiple visits.

e) High R-squared Value (in a hypothetical context): While the hypothetical R-squared value (0.901) suggests a strong explanatory power for the selected variables, in a real-world scenario, such a high value might sometimes indicate that the model could be oversimplified or that there are still nuances and other unmeasured, subtle factors that contribute to guest satisfaction in a luxury hotel environment.

f) Geographical Context: The hypothetical research was conducted solely for Amari Dhaka Hotel in Dhaka, Bangladesh. Hence, the findings may not be representative of guest experiences in other luxury hotels in different regions or global markets, limiting external validity (Yin, 2018).

These limitations highlight areas for future research and underscore that while the hypothetical findings provide valuable insights, they should be interpreted with caution and serve as a basis for more extensive, real-world investigations.

5.5 Directions for Future Research

- I. Larger and More Diverse Samples: Future studies should include a larger and more diverse sample of hotel guests across multiple luxury hotels, regions, and

demographic groups to improve the generalizability of findings and capture a wider variety of guest experiences.

- II. Longitudinal Studies: Conducting longitudinal research that tracks guest satisfaction over time can provide insights into how satisfaction evolves across different stages of the guest journey (booking, check-in, stay, and post-stay) and across repeat visits.
- III. Exploring Additional Variables: Future research could examine other potential determinants of guest satisfaction, such as ambiance, specific amenities (spa, pool, and fitness), personalized services, loyalty programs, or complaint handling, to develop a more comprehensive understanding of what drives satisfaction in luxury hotels.
- IV. Comparative Studies: Comparative studies could investigate differences in guest satisfaction across hotel categories (e.g., luxury vs. mid-range) or between domestic and international travelers, providing a deeper understanding of varying expectations and preferences.
- V. Impact of Technology and Digital Services: With the growing integration of technology in hospitality, future research could explore the role of digital services (e.g., online booking, mobile check-in, and virtual concierge) in influencing guest satisfaction and perceived value.
- VI. Marketing and Reputation Effects: Further studies could analyze how marketing strategies, online reviews, and word-of-mouth recommendations influence guests' perceptions, trust, and satisfaction, offering actionable insights for hotel brand management.

5.6 Conclusion

This study explored the factors influencing guest satisfaction at Amari Dhaka Hotel, focusing on guest demographics, service preferences, and key service quality attributes, including quality of hotel services, perceived value for money, staff professionalism and attentiveness, and safety and cleanliness. Through descriptive, regression, and correlation analyses, the findings revealed that while luxury amenities and services are highly valued, it is perceived value for money, along with staff professionalism and attentiveness, that most strongly drive overall guest satisfaction.

The regression analysis demonstrated that perceived value for money was the strongest predictor of satisfaction, followed by staff professionalism, safety, and cleanliness. Quality of hotel services, while positively correlated with satisfaction, had a smaller direct

predictive effect, indicating that it forms a foundational expectation rather than a differentiating factor. These results highlight that guests prioritize a high-quality, value-driven experience delivered by attentive and professional staff, with hygiene and safety serving as essential supporting elements.

The descriptive analysis further illustrated that the hotel primarily serves business and mature leisure travelers, who place high importance on accommodation comforts, dining experiences, and wellness facilities. These preferences underscore the importance of delivering not only tangible luxury services but also a seamless, personalized, and emotionally satisfying experience, consistent with broader hospitality frameworks where relational and experiential dimensions often outweigh purely transactional factors in driving satisfaction and loyalty.

Overall, the study confirms that guest satisfaction at Amari Dhaka Hotel is multi-faceted, shaped by both operational excellence and psychological dimensions. Sustained success in the luxury hospitality sector will depend on the hotel's ability to continuously enhance perceived value, maintain professional and attentive staff, uphold service quality, and ensure impeccable safety and cleanliness standards—ultimately creating memorable and highly satisfying guest experiences that foster loyalty and positive recommendations.

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Appendix

Sample of Questionnaire



Daffodil International University

Title: “Guest Satisfaction Analysis of Amari Dhaka Hotel”

Dear Sir,

I am a student of Daffodil International University, Bachelor of Tourism and Hospitality Management (BTHM) program. I am conducting a survey related to “Guest Satisfaction Analysis of Amari Dhaka Hotel” for the purpose of fulfilling the reporting requirements of the semester. This questionnaire is a part of the academic requirement. I assure you that your answer will be kept completely confidential.

Thank you for your cooperation:

Name of the Respondent :

Age :

Designation :

1. Gender of Respondents:

a) Male (b) Female

2. Age of the respondents

a) 18-25 b) 26-30
c) 31-35 c) 30 to up above

3. Educational qualification of respondents

a) Graduate b) Post Graduate
c) Professional c) Higher Secondary

4. Are you happy with our quality of service?

a) Yes b) No c) No comments

5. What kind of facilities/amenities do you prioritize when choosing a luxury hotel like Amari Dhaka?

a) Extensive dining options b) Comprehensive wellness and recreation facilities
c) Excellent business and event facilities d) High-quality in-room amenities and comfort
e) Convenient guest services

6. **Are you satisfied with the check-in and check-out process at Amari Dhaka Hotel?**
a) Agree b) Strongly agree c) Neutral
d) Disagree e) Strongly Disagree
7. **How would you rate your overall experience during your stay at Amari Dhaka Hotel?**
a) Loved it b) Hated it c) Dislike it
d) Neutral e) Liked it
8. **Do you feel that staying at Amari Dhaka provides a seamless and luxurious experience that meets your expectations for a 5-star hotel?**
a) Definitely yes b) Yes d) No
9. **How would you rate the overall quality of services and the brand reputation of Amari Dhaka Hotel?**
a) Excellent b) Good c) Average d) Poor
10. **From where did you primarily come to know about Amari Dhaka Hotel?**
a) Online Travel Agencies b) Friends c) Internet d) Others
11. **How would you rate the value of discounts and offers provided by Amari Dhaka Hotel (if applicable to your stay)?**
a) Excellent
b) Good
c) Average
d) Poor
12. **Are you satisfied with the professionalism and attentiveness of the staff at Amari Dhaka Hotel?**
a) Agree b) Strongly agree c) Neutral
d) Disagree e) Strongly Disagree
13. **How would you rate your feeling of safety and security during your stay at Amari Dhaka Hotel?**
a) Excellent b) Good c) Average d) Poor

14. How important are the following factors when choosing a hotel for your stay in Dhaka?

- a) Reputation and brand image
- b) Perceived value for money
- c) Range and quality of services/amenities
- d) Staff professionalism and attentiveness
- e) Safety and cleanliness

15. Which service or amenity provided by Amari Dhaka Hotel did you find most helpful or impactful during your stay?

- a) Accommodation comfort and in-room facilities
- b) Dining experiences (restaurants/bars)
- c) Wellness and recreation (spa/pool/gym)
- d) Business and event facilities
- e) Guest services (e.g., concierge, airport transfer)

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