

**A PROJECT REPORT ON
EXPLORING HOW OCCUPANCY, PRICE, AND SERVICE
QUALITY SHAPE CUSTOMER SATISFACTION AND RATING
BEHAVIOUR IN POKHARA HOTELS**

Submitted By

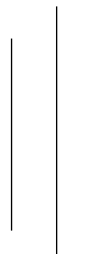
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of the requirements for the degree of

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DECLARATION

I hereby declare that this research report entitled **“Exploring Customers' Perceptions of Service Quality, Pricing, and Hotel Occupancy: A Qualitative Study of Hotels in Pokhara”** is my original work carried out under the guidance and supervision of my supervisor. This report has not been submitted either in whole or in part, to any other university or institution for the award of any degree or academic qualification.

I further declare that all sources of information used in this study have been properly acknowledged and cited in accordance with accepted academic standards.

I take full responsibility for the authenticity and accuracy of the information presented in this research report.

Kopila Pun

July, 2026

CERTIFICATE

This is to certify that **Ms. Kopila Pun (23150229)**, a student of the **Bachelor of Hotel Management (BHM) program**, has satisfactorily completed the research report entitled **“Exploring Customers' Perceptions of Service Quality, Pricing, and Hotel Occupancy: A Qualitative Study of Hotels in Pokhara”** under my guidance and supervision.

I am satisfied with her dedication, initiative, and sincere efforts in the successful completion of this research report, which has been submitted as a partial fulfillment of the requirements for the Bachelor of Hotel Management program of Pokhara University.

.....

Suresh Raj Adhikari

PW Supervisor

July, 2026

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Thank you,

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NTHMC

TABLE OF CONTENTS	
DECLARATION.....	i
CERTIFICATE	ii
ACKNOWLEDGEMENTS	iii
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the Problem.....	2
1.3 Research Questions	2
1.5 Significance of the Study	3
1.6 Literature Review.....	3
1.6.1 Service Quality in the Hotel Industry	4
1.6.2 Customer Satisfaction in the Hotel Industry	5
1.6.3 Room Price and Customer Satisfaction	6
1.6.4 Hotel Occupancy and Customer Satisfaction	7
1.6.5 Customer Rating Behavior in the Hotel Industry	9
1.6.6 Research Gap	10
1.6.7 Summary	10
1.6 Research Methodology	11
1.6.1 Research Design.....	11
1.6.2 Population and Participants.....	12
1.6.3 Sampling Technique.....	12
1.6.4 Data Collection Method	12
1.6.5 Data Analysis Procedure	13
1.6.6 Ethical Considerations	13
1.6.7 Delimitations and Limitations.....	14
CHAPTER II.....	15

FINDINGS.....	15
2.1 Hotel Occupancy and Guest Experience.....	16
2.1.1 Impact of Occupancy Level on Guest Comfort	16
2.1.2 Service Availability During Different Occupancy Periods	17
2.1.3 Relationship Between Occupancy and Over all Guest Experience	18
2.2 Room Price, Service Quality, and Customer Satisfaction.....	19
2.2.1 Perception of Room Price and Value for Money	20
2.2.2 Impact of Service Quality on Guest Satisfaction.....	21
2.2.3 Balance Between Price and Service Expectations	21
2.3 Factors Influencing Guest Rating Behavior.....	23
2.3.1 Role of Service Experience in Rating Decisions	23
2.3.2 Influence of Guest Expectations and Satisfaction on Ratings	24
2.3.3 Impact of Online Reviews and Feedback on Hotel Reputation	25
2.4 Summary of the Findings.....	26
Chapter III.....	28
Conclusion and Recommendations	28
3.1 Conclusion	28
3.2 Recommendations.....	29
REFERENCES	31
APPENDICES	33
Interview Guide.....	33
Section A: Demographic Information.....	33
Section B: Hotel Occupancy and Guest Experience.....	33
Section C: Room Price, Service Quality, and Customer Satisfaction.....	34
Section D: Factors Influencing Guest Rating Behaviour.....	34
Participant Profile.....	35

Appendix C	35
Sample Interview Transcript.....	35
Participant 1	35
Appendix D	36
Informed Consent Statement.....	36
Appendix E	37
List of Hotels Visited.....	37

CHAPTER I

INTRODUCTION

1.1 Background of the study

The hospitality industry is one of the fastest-growing sectors in the world and contributes significantly to economic growth, employment generation, and tourism development. Hotels play a central role in this industry by providing accommodation, food, and other services to travelers. In today's highly competitive business environment, customer satisfaction has become a critical determinant of hotel success because satisfied customers are more likely to revisit hotels, recommend them to others, and provide positive reviews and ratings (Kotler et al. 2022).

Pokhara is one of Nepal's most popular tourist destinations, attracting both domestic and international visitors due to its natural beauty, adventure tourism opportunities, and cultural attractions. The continuous growth of tourism has encouraged the expansion of hotels and other hospitality businesses in the city. As competition among hotels increases, maintaining customer satisfaction has become increasingly important for sustaining market position and profitability (NTB, 2024). Customer satisfaction in the hotel industry is influenced by several factors, among which occupancy, room price, and service quality are considered particularly important. Occupancy refers to the percentage of available rooms occupied during a given period and is commonly used as an indicator of hotel performance. While higher occupancy rates often indicate strong demand, excessive occupancy can place pressure on hotel resources and staff, potentially reducing service quality and negatively affecting guest experiences (Noone et al. 2017). Room price is another important factor affecting customer perceptions and satisfaction. Guests generally evaluate whether the services and facilities they receive justify the amount they pay. According to Zeithaml (1988), customers are more satisfied when they perceive that they receive good value for money. Fair pricing strategies help hotels attract customers and improve satisfaction, whereas prices perceived as unreasonable may result in dissatisfaction and negative ratings. Service quality is widely recognized as one of the strongest determinants of customer satisfaction in the hospitality industry. It includes staff behavior, responsiveness, reliability, cleanliness, and overall guest

experience. Parasuraman et al. (1988) argued that customers evaluate service quality by comparing their expectations with actual service performance. High service quality enhances customer satisfaction, encourages repeat visits, and increases the likelihood of positive online reviews.

Although previous studies have examined the relationships among service quality, pricing, and customer satisfaction in different countries and contexts, limited research has specifically investigated how occupancy, room price, and service quality collectively influence customer satisfaction and rating behavior in Pokhara hotels. Given the increasing importance of online reviews and customer feedback in the hospitality sector, it is necessary to examine these relationships within the local context. Therefore, this study aims to explore how occupancy, room price, and service quality shape customer satisfaction and rating behavior in Pokhara hotels.

1.2 Statement of the Problem

The hotel industry in Pokhara has experienced significant growth due to increasing tourism activities. Despite this growth, many hotels face challenges in maintaining high levels of customer satisfaction and positive online ratings. Customers have varying expectations regarding room prices, service quality, and overall hotel experiences.

While hotel occupancy is often used as an indicator of business performance, high occupancy rates may negatively affect service delivery if resources are insufficient. Similarly, inappropriate pricing strategies may create perceptions of poor value, leading to customer dissatisfaction. Service quality remains a critical factor that can influence both satisfaction and customer ratings.

There is limited empirical research examining how occupancy, price, and service quality collectively affect customer satisfaction and rating behavior in Pokhara hotels. Therefore, this study seeks to investigate the relationships among these variables and provide recommendations for improving hotel performance and customer experiences.

1.3 Research Questions

1. How does hotel occupancy affect customer satisfaction and rating behavior in Pokhara hotels?

2. What is the relationship between room pricing and customer satisfaction in Pokhara hotels?
3. How does service quality influence customer satisfaction and customer ratings in Pokhara hotels?

1.4 Objectives of the Study

- To analyze the effect of hotel occupancy on customer satisfaction and rating behavior in Pokhara hotels.
- To examine the relationship between room pricing and customer satisfaction.
- To evaluate the impact of service quality on customer satisfaction and customer ratings.

1.5 Significance of the Study

This study is significant for several stakeholders. Hotel managers can use the findings to improve pricing strategies, occupancy management, and service delivery practices. The study will help hotel owners understand customer expectations and identify areas requiring improvement. For researchers and students, the study will contribute to the existing body of knowledge on hospitality management and customer satisfaction. Policymakers and tourism authorities can utilize the findings to develop policies that enhance service standards within the tourism and hospitality sectors of Pokhara. Furthermore, the study will assist customers indirectly by encouraging hotels to provide better services and more competitive pricing, leading to improved guest experiences.

1.6 Literature Review

The hospitality industry is one of the fastest-growing sectors globally and plays a significant role in tourism development, employment generation, and economic growth. In the hotel industry, customer satisfaction has become a major determinant of business success because satisfied guests are more likely to revisit hotels, recommend them to others, and provide positive online reviews. As competition among hotels continues to increase, managers are focusing on improving service quality, adopting competitive pricing strategies, and maintaining appropriate occupancy levels to enhance guest experiences and sustain profitability.

Previous studies indicate that service quality is one of the strongest predictors of customer satisfaction. Guests evaluate hotels based on the quality of services received, employee behavior, cleanliness, comfort, and the overall value offered. Similarly, room price influences customers' perceptions of fairness and value for money, while hotel occupancy affects operational efficiency and the ability of hotels to deliver consistent service, particularly during peak tourism seasons. The interaction of these factors significantly shapes guests' overall satisfaction and their willingness to provide positive ratings and recommendations.

Researchers have extensively examined the relationships among service quality, customer satisfaction, pricing, occupancy, and customer rating behavior in different hospitality contexts. However, most previous studies have focused on these variables individually or in pairs rather than examining their combined influence. Furthermore, limited empirical evidence is available regarding these relationships in Nepal, particularly in Pokhara, where seasonal tourism creates considerable fluctuations in hotel occupancy and pricing.

Therefore, this literature review examines previous studies related to service quality, customer satisfaction, room price, hotel occupancy, and customer rating behavior. The review also identifies the existing research gap and establishes the theoretical foundation for investigating how these factors collectively influence customer satisfaction and rating behavior in hotels located in Pokhara.

1.6.1 Service Quality in the Hotel Industry

Service quality refers to the ability of a hotel to consistently provide services that meet or exceed customer expectations. It is considered one of the most important factors affecting customer satisfaction because guests evaluate their hotel experience not only by the physical facilities but also by employee behavior, responsiveness, reliability, and overall service performance.

Parasuraman, et al. (1988) developed the SERVQUAL model, which identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. Their model suggests that customers evaluate service quality by comparing their expectations with their actual experiences. The SERVQUAL framework has become one of the most widely used models for measuring service quality in the hospitality industry. Cronin and Taylor (1992) argued that actual service performance is a better predictor of customer satisfaction than the gap between

expectations and perceptions. Their SERVPERF model demonstrated that hotels providing reliable and consistent services are more likely to achieve higher levels of guest satisfaction and positive behavioral intentions.

Brady and Cronin (2001) proposed a hierarchical model of service quality consisting of interaction quality, physical environment quality, and outcome quality. Their findings suggest that customers evaluate hotel services holistically, considering employee interactions, hotel facilities, and service outcomes simultaneously. Akbaba (2006), in a study of the hotel industry, found that staff competence, responsiveness, room cleanliness, and reliability were among the most influential determinants of perceived service quality. The study recommended continuous employee training and quality improvement programs to enhance guest satisfaction. Ladhari (2009) reviewed previous studies on service quality and concluded that high-quality service positively influences customer satisfaction, loyalty, and positive word-of-mouth communication. The researcher emphasized that service quality remains one of the strongest competitive advantages in the hospitality industry.

In the Nepalese context, hotels in Pokhara increasingly recognize that delivering consistent, reliable, and personalized services is essential for satisfying both domestic and international tourists. As tourism continues to expand, hotels that invest in employee training, cleanliness, efficient service delivery, and customer-oriented practices are more likely to receive positive guest reviews, improve occupancy rates, and strengthen their competitive position.

Overall, previous studies consistently demonstrate that service quality significantly influences customer satisfaction, customer loyalty, and rating behavior. The literature indicates that maintaining high standards of reliability, responsiveness, empathy, assurance, and tangible facilities enables hotels to create memorable guest experiences and sustain long-term business success.

1.6.2 Customer Satisfaction in the Hotel Industry

Customer satisfaction refers to the extent to which customers perceive that a product or service has fulfilled or exceeded their expectations. In the hotel industry, customer satisfaction is a key indicator of business performance because satisfied guests are more likely to revisit the hotel, recommend it to others, and provide positive online reviews. Customer satisfaction is influenced by various factors, including service quality, room price, employee behavior, hotel facilities, cleanliness,

and the overall guest experience. Oliver (2014) further explained that customer satisfaction is influenced by customers' perceptions of value, fairness, and service quality. The study emphasized that hotels should consistently deliver quality services and create memorable guest experiences to encourage repeat visits and positive recommendations. Han and Ryu (2009) investigated customer satisfaction in the hospitality industry and found that service quality, hotel atmosphere, food quality, and perceived value significantly influence customer satisfaction and revisit intentions. Their findings suggest that hotels should provide both functional and emotional value to guests. Namkung and Jang (2007) examined customer satisfaction in hospitality services and reported that food quality, service performance, and physical environment are significant determinants of customer satisfaction. The study concluded that improving overall service experiences enhances customer loyalty and positive word-of-mouth communication. Choi and Chu (2001) studied hotel guest satisfaction in Hong Kong and found that staff quality, room quality, cleanliness, value for money, and security were among the most important factors influencing guests' overall satisfaction. They recommended continuous quality improvement to maintain customer loyalty.

In the Nepalese context, customer satisfaction has become increasingly important as hotels compete to attract both domestic and international tourists. Hotels in Pokhara are improving service quality, staff professionalism, cleanliness, and guest facilities to meet the changing expectations of visitors. Maintaining high customer satisfaction enables hotels to receive positive online ratings, strengthen their reputation, increase occupancy rates, and achieve sustainable business growth.

Overall, previous studies consistently indicate that customer satisfaction is influenced by multiple factors rather than a single variable. High-quality service, fair pricing, comfortable facilities, professional staff, and positive guest experiences collectively contribute to customer satisfaction, loyalty, and favorable rating behavior in the hotel industry.

1.6.3 Room Price and Customer Satisfaction

Room price is one of the most important factors influencing customers' hotel selection and overall satisfaction. Guests generally evaluate whether the price they pay is reasonable compared with the quality of accommodation, facilities, and services they receive. When customers perceive that the hotel offers good value for

money, they are more likely to be satisfied, revisit the hotel, and recommend it to others. Conversely, if guests believe that room prices are unfair or inconsistent with the quality of services provided, their satisfaction decreases.

Bolton and Lemon (1999) found that customers' satisfaction is strongly influenced by price perceptions and service performance. Their research indicated that customers who perceive prices as fair are more likely to remain loyal and continue purchasing services. The study emphasized that hotels should ensure consistency between pricing and service quality. Kimes (2002) examined pricing practices in the hotel industry and reported that guests generally accept different room prices when pricing policies are transparent and perceived as fair. The study suggested that effective pricing strategies can improve both customer satisfaction and hotel revenue without negatively affecting customer perceptions. Xia et al. (2004) argued that price fairness significantly affects customers' emotional responses and satisfaction. Their research showed that guests become dissatisfied when they believe room prices are unfair compared to competing hotels or inconsistent with the quality received. Maintaining transparent and equitable pricing helps hotels build customer trust and long-term relationships. Suhartanto et al. (2019) investigated tourist satisfaction and concluded that price fairness has a significant positive influence on customer satisfaction. The study found that guests are more likely to provide favorable reviews and recommendations when they perceive hotel prices to be reasonable relative to the quality of services and facilities offered.

In the Nepalese context, hotels in Pokhara adopt different pricing strategies depending on tourism seasons, hotel categories, and market demand. During peak tourist seasons, room prices generally increase because of higher demand. However, guests continue to expect service quality that reflects the price they pay. Hotels that maintain fair pricing while providing comfortable accommodation, quality services, and professional hospitality are more likely to achieve higher customer satisfaction, positive online ratings, and repeat business.

1.6.4 Hotel Occupancy and Customer Satisfaction

Hotel occupancy refers to the percentage of available rooms occupied during a specific period and is one of the most important indicators of hotel performance. High occupancy generally reflects strong market demand and effective business performance. However, maintaining high occupancy alone does not guarantee

customer satisfaction. Hotels must balance occupancy levels with service quality to ensure that guests continue to receive efficient and personalized services, particularly during peak tourism seasons.

Enz et al. (2001) examined hotel performance and reported that occupancy rates are closely associated with financial performance and operational efficiency. The researchers found that hotels with effective occupancy management are better able to allocate resources, maintain service standards, and improve guest satisfaction. Talluri and Van Ryzin (2004) highlighted that successful revenue and occupancy management requires balancing room availability, pricing strategies, and customer demand. Their study suggested that hotels should avoid excessive occupancy that may reduce service efficiency and negatively affect customer experiences. Hayes and Miller (2011) emphasized that occupancy management should support both profitability and service quality. They argued that forecasting customer demand allows hotels to allocate staff and operational resources more effectively, resulting in improved guest satisfaction and better financial performance.

Noone et al. (2017) found that occupancy levels influence service delivery, employee workload, and customers' overall hotel experiences. During periods of very high occupancy, hotels may experience service delays, reduced employee responsiveness, and lower customer satisfaction if operational planning is inadequate. The study recommended effective demand forecasting and resource management to maintain consistent service quality. Baker and Magnini (2016) further explained that occupancy management should be integrated with customer relationship management. Their research showed that hotels maintaining high occupancy while continuing to deliver personalized services are more successful in generating repeat business and positive customer reviews.

In the context of Nepal, hotels in Pokhara experience significant seasonal fluctuations in occupancy because of variations in tourist arrivals. During peak seasons, hotels often operate at or near full capacity, increasing pressure on employees and operational resources. Therefore, hotel managers must ensure adequate staffing, efficient service delivery, and effective operational planning to maintain customer satisfaction despite higher occupancy levels.

Overall, previous studies indicate that hotel occupancy is closely linked to customer satisfaction through its impact on service delivery and operational efficiency. Hotels that effectively manage occupancy while maintaining high service

standards are more likely to achieve positive guest experiences, favorable online ratings, customer loyalty, and sustainable business performance.

1.6.5 Customer Rating Behavior in the Hotel Industry

Customer rating behavior refers to the process by which guests evaluate and express their satisfaction with hotel services through online ratings and reviews after their stay. With the rapid growth of online travel agencies and review platforms, customer ratings have become one of the most influential sources of information for prospective travelers. Positive ratings enhance a hotel's reputation, attract new customers, and increase occupancy, whereas negative ratings can reduce customer trust and business performance.

Anderson (2012) examined the relationship between online ratings and hotel performance and reported that higher customer ratings are associated with increased occupancy, higher room rates, and improved revenue. The study concluded that customer satisfaction reflected in online ratings provides hotels with a significant competitive advantage. Ye et al. (2011) found that online customer reviews directly affect hotel sales and booking performance. Their research demonstrated that hotels receiving higher ratings experience greater customer demand because travelers consider previous guests' experiences to be reliable sources of information. Filieri and McLeay (2014) further explained that review credibility plays an important role in influencing consumer decision-making. Customers are more likely to trust detailed, balanced, and authentic reviews than extremely positive or negative comments. Therefore, maintaining genuine customer satisfaction is essential for generating credible and persuasive online ratings.

In the Nepalese context, online review platforms such as Booking.com, TripAdvisor, and Google Reviews have become increasingly important for hotels in Pokhara. Both domestic and international tourists frequently rely on online ratings when selecting accommodation. Consequently, hotels that consistently provide quality services, maintain fair pricing, and respond professionally to customer feedback are more likely to receive favorable ratings, strengthen their reputation, and remain competitive in the tourism market.

Overall, previous studies consistently indicate that customer rating behavior is strongly influenced by service quality, perceived value, employee performance, cleanliness, and overall customer satisfaction. Positive online ratings not only reflect

guests' experiences but also contribute significantly to hotel reputation, customer loyalty, increased occupancy, and long-term business success.

1.6.6 Research Gap

The existing literature indicates that service quality, room price, hotel occupancy, customer satisfaction, and customer rating behavior are important factors influencing hotel performance. Although numerous studies have examined these variables in different hospitality settings, most have investigated them independently or focused on only one or two variables at a time. Limited research has integrated hotel occupancy, room price, and service quality into a single framework to explain their combined influence on customer satisfaction and customer rating behavior.

Furthermore, most previous studies have been conducted in developed countries or major international tourism destinations. Therefore, their findings may not be fully applicable to developing tourism destinations such as Nepal, where hotel operations, customer expectations, tourism patterns, and market conditions differ considerably.

In the context of Pokhara, one of Nepal's major tourist destinations, hotels experience seasonal fluctuations in occupancy and frequently adjust room prices while striving to maintain high service quality. However, there is limited empirical evidence explaining how these factors collectively influence customer satisfaction and online rating behavior in Pokhara hotels.

Therefore, this study aims to fill this research gap by examining the combined effects of hotel occupancy, room price, and service quality on customer satisfaction and customer rating behavior in Pokhara hotels. The findings are expected to provide practical recommendations for hotel managers to improve service quality, pricing strategies, customer satisfaction, and overall competitiveness.

1.6.7 Summary

This literature review examined previous studies related to service quality, customer satisfaction, room price, hotel occupancy, and customer rating behavior in the hospitality industry. The review demonstrates that service quality remains one of the strongest determinants of customer satisfaction, while fair pricing enhances perceived value and influences guests' purchasing decisions. Likewise, effective

occupancy management enables hotels to maintain operational efficiency and deliver consistent service experiences, particularly during periods of high demand.

The literature further indicates that customer satisfaction is shaped by the combined influence of service quality, price fairness, employee performance, hotel facilities, and overall guest experiences. Satisfied customers are more likely to revisit hotels, recommend them to others, and provide positive online ratings, thereby improving hotel reputation and business performance.

Although numerous studies have investigated these variables separately, relatively few have examined their combined influence, particularly in the context of Nepal. The review therefore identifies a clear research gap regarding the integrated effects of occupancy, room price, and service quality on customer satisfaction and customer rating behavior in Pokhara hotels.

Consequently, this study provides an opportunity to contribute to hospitality literature by developing a comprehensive understanding of these relationships and offering practical implications for hotel managers seeking to improve guest satisfaction and strengthen their competitive position.

1.6 Research Methodology

This chapter describes the research methodology for “Exploring How Occupancy, Price, and Service Quality Shape Customer Satisfaction and Rating Behavior in Pokhara Hotels.” It presents the research design, target population, sampling strategy, data collection methods, data processing and analysis procedures, ethical considerations, and limitations of the study. Since the study aims to examine how occupancy, price, and service quality influence customer satisfaction and rating behavior in hotels, a **qualitative research approach** is considered the most suitable. This approach enables the researcher to collect numerical data from hotel guests through structured questionnaires and analyze the relationships among the study variables to achieve the research objectives.

1.6.1 Research Design

The study is designed as qualitative phenomenological research. Phenomenology is suitable because it focuses on understanding how individuals experience and interpret a particular phenomenon in their daily lives. In this study, the phenomenon is how occupancy, price, and service quality shape customer satisfaction

and rating behavior in hotels of Pokhara. This research design is appropriate because it enables the researcher to explore the experiences and perceptions of hotel guests regarding room occupancy, pricing, service quality, and how these factors influence their satisfaction and online rating behavior. It also helps the researcher gain an in-depth understanding of guests' expectations, decision-making processes, and overall hotel experiences from their own perspectives.

1.6.2 Population and Participants

The participants of this study will be hotel guests who have recently stayed in hotels in Pokhara. They must have experienced the hotel services, including accommodation, pricing, and service quality, and be willing to voluntarily share their experiences and perceptions regarding their satisfaction and rating behavior.

The participants will be selected from hotels in Pokhara that accommodate both domestic and international guests. They will be chosen based on their recent stay and their ability to provide meaningful insights into how occupancy, price, and service quality influence their overall satisfaction and hotel rating behavior.

1.6.3 Sampling Technique

This study will use purposive sampling. Purposive sampling is commonly used in qualitative research because it allows the researcher to select participants who have direct knowledge and personal experience of the phenomenon being studied.

For this phenomenological study, a small sample is appropriate because the objective is to obtain rich and detailed information rather than a large amount of data. Therefore, 6 to 10 hotel guests who have recently stayed in hotels in Pokhara will be selected as participants. They will be chosen based on their experience with hotel occupancy, room pricing, and service quality, as well as their willingness to share how these factors influenced their overall satisfaction and rating behavior. These participants are expected to provide valuable insights into the experiences that shape guest satisfaction and hotel ratings.

1.6.4 Data Collection Method

The primary method of data collection will be in-depth semi-structured interviews and open-ended questionnaires. Semi-structured interviews are widely used in phenomenological research because they allow participants to describe their

lived experiences freely while enabling the researcher to focus on the objectives of the study.

An interview guide will be prepared with open-ended questions related to:

- Guests' experiences with hotel occupancy and the overall hotel environment
- Perceptions of room price and value for money
- Experiences with service quality provided by hotel staff
- Factors influencing customer satisfaction
- Experiences that affect hotel rating behavior
- Challenges and expectations regarding hotel services
- The meaning guests attach to their overall hotel experience and how it influences their satisfaction and rating behavior.

1.6.5 Data Analysis Procedure

The data will be analyzed using thematic analysis within a phenomenological framework.

The analysis process will follow these steps:

- Transcribe the interview recordings.
- Read the transcripts several times for familiarity.
- Highlight significant statements related to guests' experiences of hotel occupancy, room price, service quality, customer satisfaction, and rating behavior.
- Group similar statements into meaning units.
- Develop themes and sub-themes.
- Interpret the themes in relation to the research questions and existing literature.

The thematic analysis will help the researcher gain a deeper understanding of how guests perceive hotel occupancy, pricing, and service quality, and how these experiences influence their overall satisfaction and rating behavior in hotels of Pokhara.

1.6.6 Ethical Considerations

This study will adhere to the standard ethical principles in social research. Prior to data collection, participants will be informed about the purpose of the study, the research procedures, and their right to withdraw from the study at any time without any penalty.

Written informed consent will be obtained from each participant before conducting the interviews. Participants will be identified by pseudonyms rather than their real names to ensure confidentiality and anonymity. Where necessary, the identities of the hotels will also be kept confidential. All interview recordings, transcripts, and other collected information will be stored securely and will be used only for academic and research purposes. The researcher will ensure that participants' responses are reported honestly without any alteration or misrepresentation, and their privacy and dignity will be respected throughout the research process.

1.6.7 Delimitations and Limitations

The study is limited to hotel guests who have recently stayed in selected hotels in Pokhara. It does not include hotel managers, front office staff, other hotel employees, guests staying outside Pokhara, or individuals who have not recently experienced hotel services. The present study does not measure the overall performance or financial outcomes of hotels but rather explores the lived experiences and perceptions of guests regarding how occupancy, price, and service quality shape their satisfaction and rating behavior.

One limitation of this study is that the findings cannot be statistically generalized to all hotel guests in Nepal due to the qualitative phenomenological research design and the relatively small number of participants. In addition, the findings are based on participants' personal experiences and perceptions, which may differ from one individual to another and may not represent the experiences of all hotel guests.

CHAPTER II

FINDINGS

This chapter presents the findings of the study entitled “Exploring How Occupancy, Price, and Service Quality Shape Customer Satisfaction and Rating Behavior in Pokhara Hotels.” The findings are based on semi-structured interviews conducted with five hotel guests who had recently stayed in different hotels in Pokhara. The participants included both domestic and international guests with different travel purposes, such as leisure, business, and family vacations. Their hotel stays ranged from one night to several days, allowing them to share diverse experiences regarding hotel occupancy, room price, service quality, customer satisfaction, and rating behavior.

The interview transcripts were analyzed using **thematic analysis**. Similar opinions, experiences, and perceptions shared by the participants were grouped into meaningful categories, resulting in **three major themes**:

- Hotel Occupancy and Guest Experience
- Room Price, Service Quality, and Customer Satisfaction
- Factors Influencing Guest Rating Behavior

Each theme reflects the participants lived experiences and perceptions of how occupancy levels, room pricing, and service quality influence their overall satisfaction and decisions to rate hotels. To maintain confidentiality and protect the participants’ identities, pseudonyms (P1–P5) are used throughout this chapter when presenting quotations and discussing the findings.

The purpose of this chapter is to present and interpret the participants’ experiences under each theme. Direct quotations from the participants are included to illustrate their perspectives, followed by the researcher’s interpretation to explain the meaning of the findings in relation to the research objectives.

2.1 Hotel Occupancy and Guest Experience

The first theme that emerged from the interview data was Hotel Occupancy and Guest Experience. All participants explained that the level of hotel occupancy

significantly influenced their overall experience during their stay. Participants shared that occupancy levels affected factors such as the atmosphere of the hotel, availability of services, staff responsiveness, waiting time, and overall comfort. Some participants expressed that moderate occupancy created a more peaceful and personalized experience, while higher occupancy periods sometimes resulted in crowded facilities, delayed services, and reduced personal attention from hotel staff.

Although participants had different travel purposes and expectations, they shared the common belief that hotel occupancy plays an important role in shaping their overall perception of the guest experience. The participants highlighted that well-managed hotels were able to maintain service quality even during busy periods, while poor management during high occupancy negatively affected guest satisfaction. Three sub-themes emerged from the analysis: Impact of Occupancy Level on Guest Comfort, Service Availability During Different Occupancy Periods, and Relationship Between Occupancy and Overall Guest Experience.

2.1.1 Impact of Occupancy Level on Guest Comfort

Participants described different experiences regarding how hotel occupancy levels influenced their comfort and overall stay experience. Most participants explained that occupancy played an important role in determining the atmosphere of the hotel, availability of facilities, noise levels, and the level of personal attention received from hotel staff. Several participants mentioned that during periods of high occupancy, hotels often became crowded, which sometimes affected privacy, waiting time, and the speed of service. On the other hand, some participants shared that moderate occupancy created a more peaceful environment where they could enjoy better comfort and personalized service.

Participant 1 stated: “When the hotel was not too crowded, I felt more relaxed because the environment was peaceful and the staff could give more attention to guests.”

Similarly, Participant 2 explained that during a busy period, the hotel had many guests, which increased waiting time during check-in and made common areas more crowded.

Participant 3 mentioned that occupancy itself was not a problem if the hotel had proper management and enough staff to handle guest needs.

Participant 4 shared that a balanced occupancy level created a better experience because guests could enjoy hotel facilities without feeling overcrowded.

Participant 5 stated that during peak seasons, high occupancy sometimes reduced the feeling of comfort due to noise and limited availability of certain services.

These findings indicate that occupancy level directly influences guest comfort and overall hotel experience. While high occupancy can create a lively environment and indicate hotel popularity, ineffective management during busy periods may negatively affect guest satisfaction. Therefore, maintaining proper service management during different occupancy levels is important for ensuring a comfortable and positive guest experience.

2.1.2 Service Availability During Different Occupancy Periods

When participants were asked about how different occupancy levels affected the availability of hotel services, they shared different experiences based on their stays in hotels. Most participants explained that service availability was closely connected with the number of guests staying in the hotel at a particular time. They believed that hotels with effective management and sufficient staff were able to provide consistent services even during busy periods, while high occupancy sometimes created challenges such as delays, limited facilities, and slower responses from employees.

Participant 1 explained: “During busy seasons, I noticed that services like check-in, room service, and restaurant facilities took more time because there were many guests. However, the staff tried their best to manage the situation.”

Participant 2 mentioned that service availability was better when the hotel had fewer guests because employees could respond quickly to individual requests. Similarly,

Participant 3 shared that high occupancy was not always a negative experience if the hotel had proper planning, enough staff, and good coordination between departments.

Participant 4 explained that during peak periods, some hotel facilities became crowded, which affected the overall convenience of guests.

Participant 5 stated that hotels should maintain the same level of service quality regardless of occupancy because guests expect equal attention and support during their stay.

These responses indicate that occupancy levels influence the availability and efficiency of hotel services. While increased occupancy can create operational pressure, proper staffing, planning, and service management can help hotels maintain guest satisfaction and provide a consistent experience during both high and low occupancy periods.

2.1.3 Relationship Between Occupancy and Over all Guest Experience

Participants shared different opinions regarding the relationship between hotel occupancy levels and their overall guest experience. Most participants explained that occupancy directly influenced the atmosphere of the hotel, service delivery, guest interaction, and their overall satisfaction during their stay. They believed that occupancy itself was not always a negative factor; rather, the way hotels managed different occupancy levels determined whether guests had a positive or negative experience.

Participant 1 stated: “A hotel with more guests can feel lively and active, but if the hotel is not properly managed, it can affect the quality of service and comfort. Good management is what makes the difference.”

Participant 2 explained that staying in a hotel with moderate occupancy provided a more comfortable experience because services were quicker and staff could give more attention to guests.

Participant 3 mentioned that during high occupancy periods, hotels often had a busy environment, but professional staff and proper organization helped maintain guest satisfaction.

Participant 4 shared that low occupancy sometimes created a peaceful experience, but it could also reduce the overall atmosphere and availability of certain facilities.

Participant 5 stated that his overall impression of a hotel depended not only on the number of guests but also on how effectively the hotel maintain service quality during different occupancy situations.

These responses indicate that occupancy levels have a significant relationship with overall guest experience. Participants believed that high occupancy could enhance the energy and popularity of a hotel, but without proper management, it could negatively affect comfort and satisfaction. Therefore, effective planning, staff

coordination, and maintaining consistent service standards are important for ensuring positive guest experiences regardless of occupancy levels.

Responded noted that the relationship between hotel occupancy and overall guest experience was found to be influenced by various factors, including service management, staff availability, hotel facilities, and the ability of hotels to maintain consistent service standards during different occupancy periods. Although participants had different experiences based on their hotel stays, all agreed that occupancy levels could significantly affect their comfort, satisfaction, and overall impression of the hotel. The findings show that high occupancy does not always result in negative experiences if hotels have proper planning, sufficient staff, and effective coordination among departments. My observation revealed that that managing occupancy effectively plays an important role in enhancing guest experiences. Hotels that successfully balance guest volume with service quality are more likely to provide comfortable stays, improve customer satisfaction, and encourage positive ratings and recommendations from guests.

2.2 Room Price, Service Quality, and Customer Satisfaction

The second theme that emerged from the interview analysis was Room Price, Service Quality, and Customer Satisfaction. Participants explained that room price and service quality were two major factors that influenced their overall satisfaction during their hotel stay. Most participants believed that guests do not judge hotel prices alone but compare the price with the quality of services, facilities, comfort, and overall experience they receive. They highlighted that reasonable pricing combined with good service creates a positive impression, while high prices without satisfactory services may lead to disappointment and negative perceptions.

Participants also shared that service quality played an important role in shaping customer satisfaction. Factors such as staff behavior, responsiveness, cleanliness, communication, and the ability to handle guest needs were considered essential elements of a satisfying hotel experience. Some participants mentioned that even affordable hotels could create strong satisfaction when they provide friendly and efficient services, whereas expensive hotels may fail to satisfy guests if service standards do not meet expectations.

Three sub-themes emerged from the analysis:

- Perception of Room Price and Value for Money
- Impact of Service Quality on Guest Satisfaction
- Balance Between Price and Service Expectations

2.2.1 Perception of Room Price and Value for Money

Participants shared different opinions regarding their perception of room price and how it influenced their overall satisfaction with hotel services. Most participants explained that price was not the only factor they considered when evaluating a hotel. Instead, they focused on whether the services, facilities, comfort, cleanliness, and overall experience matched the amount they paid. Participants believed that guests are more satisfied when they feel they receive proper value for the money spent.

Participant 1 stated: “I do not always choose the cheapest room. If the hotel provides good service, a comfortable room, and a pleasant experience, I feel the price is worth paying.”

Participant 2 explained that expensive room prices are acceptable when hotels provide quality facilities, professional staff, and better services. However, he mentioned that guests may feel dissatisfied when the price is high but the service quality does not meet their expectations.

Participant 3 shared that reasonable pricing combined with cleanliness, comfort, and good hospitality creates a positive impression among guests.

Participant 4 stated that guests often compare prices with other hotels before booking, so hotels need to maintain a balance between competitive pricing and service standards.

Participant 5 mentioned that value for money is created when guests feel respected, comfortable, and satisfied with the overall experience they receive.

Respondents indicate that participants viewed room price as closely connected with perceived value rather than simply the amount paid. All participants agreed that guests are more likely to feel satisfied when the price of a room reflects the quality of services and experiences provided by the hotel. Therefore, maintaining a balance between room pricing and service delivery is essential for improving customer satisfaction and creating positive guest perceptions.

2.2.2 Impact of Service Quality on Guest Satisfaction

Participants discussed that service quality was one of the most important factors influencing their overall satisfaction during a hotel stay. Most participants explained that their experience was not only determined by the room facilities but also by the behavior, responsiveness, communication, and professionalism of hotel staff. They indicated that friendly service, quick responses, and proper attention to guest needs created a positive impression and increased their level of satisfaction.

Participant 1 explained: “A comfortable room is important, but the way staff treat guests makes a big difference. When employees are polite and helpful, it makes the whole stay more enjoyable.”

Participant 2 stated that efficient services such as smooth check-in, quick responses to requests, and proper handling of complaints strongly influenced his satisfaction with a hotel.

Participant 3 mentioned that even small gestures from staff, such as providing assistance and showing genuine care, made guests feel valued and welcomed.

Participant 4 explained that poor communication and delayed services could negatively affect the overall hotel experience, even if the hotel had good facilities.

Participant 5 shared that professional and consistent service quality was one of the main reasons guests would consider returning to the same hotel or recommending it to others.

Despite differences in their expectations, participants emphasized that service quality plays a major role in shaping guest satisfaction. The findings indicate that hotels can improve customer satisfaction by focusing on staff training, effective communication, quick service delivery, and personalized attention toward guests. Providing consistent and reliable service helps create positive experiences and strengthens the relationship between guests and hotels.

2.2.3 Balance Between Price and Service Expectations

Participants discussed that maintaining a balance between room price and service expectations was an important factor influencing their overall satisfaction with hotel experiences. Most participants explained that guests do not expect only low prices; rather, they expect the services and facilities provided by the hotel to match the amount they pay. They mentioned that when hotels deliver quality services according to the price charged, guests feel satisfied and consider their stay valuable.

Participant 1 stated: “I understand that better services may require a higher price, but guests expect to receive the same level of quality that they are paying for. When the service matches the price, the experience feels worthwhile.”

Participant 2 explained that guests often compare hotel prices with available facilities, cleanliness, staff behavior, and overall comfort before deciding whether the experience was satisfactory.

Participant 3 mentioned that dissatisfaction usually occurs when hotels charge high prices but fail to provide expected services and facilities.

Participant 4 shared that reasonable pricing combined with good hospitality creates trust among guests and encourages them to choose the same hotel again.

Participant 5 stated that hotels should clearly communicate their services and pricing because transparency helps guests develop realistic expectations and avoid disappointment.

My observation above revealed that guests evaluate hotel experiences based on the relationship between the price paid and the quality of services received. Participants believed that achieving a proper balance between room pricing and service expectations is essential for increasing customer satisfaction, building guest trust, and encouraging positive feedback and ratings.

Respondents shared that room price, service quality, and customer satisfaction are closely connected factors that shape guests’ overall hotel experiences. Participants highlighted that guests evaluate hotel prices not only based on the amount paid but also by comparing the quality of services, facilities, comfort, and value they receive in return. Despite differences in individual expectations, participants emphasized that maintaining a proper balance between pricing and service delivery is essential for achieving guest satisfaction. They explained that reasonable pricing, professional staff behavior, timely service, and meeting guest expectations help create positive impressions and encourage guests to return or provide positive ratings. The hotels can improve customer satisfaction by focusing on delivering value-based services rather than competing only through pricing. Providing consistent service quality according to guests’ expectations helps build trust, enhance guest experiences, and strengthen the overall reputation of hotels in Pokhara.

2.3 Factors Influencing Guest Rating Behavior

This section presents the findings related to the factors that influence guest rating behavior in hotels of Pokhara. Participants shared their experiences regarding the reasons behind providing positive or negative ratings after their hotel stays. They explained that guest ratings are not influenced by a single factor but are shaped by different aspects of the overall hotel experience, including service quality, room condition, pricing, staff behavior, cleanliness, and the ability of hotels to meet guest expectations.

The participants mentioned that guests often consider their complete experience before deciding to rate a hotel. Positive experiences, such as friendly staff interactions, comfortable rooms, quick responses, and value for money, encouraged guests to provide higher ratings and recommendations. On the other hand, issues such as poor service, unmet expectations, high prices compared to service quality, and ineffective complaint handling often resulted in lower ratings.

Participants also highlighted that online ratings have become an important way for guests to express their satisfaction and help other travelers make decisions. They believed that hotels need to understand guest feedback and continuously improve their services to maintain positive ratings and reputation.

Based on the participants' responses, three sub-themes emerged:

- Role of Service Experience in Rating Decisions
- Influence of Guest Expectations and Satisfaction on Ratings
- Impact of Online Reviews and Feedback on Hotel Reputation

2.3.1 Role of Service Experience in Rating Decisions

Most participants identified service experience as one of the major factors influencing guests' decisions to provide ratings after their hotel stay. They explained that guests often remember how they were treated, how efficiently their needs were handled, and the overall feeling they received from the hotel staff. Participants mentioned that even small service interactions, such as a warm welcome, quick response, and helpful attitude of employees, could create a positive impression and encourage guests to give higher ratings.

Participant 1 explained: “Guests may forget some small details about the room, but they remember how the staff treated them. Friendly and helpful service usually creates a reason for guests to leave positive reviews.”

Participant 2 mentioned that smooth check-in procedures, timely responses to requests, and proper communication with guests strongly influenced their satisfaction and rating decisions.

Similarly, Participant 3 stated that guests were more likely to provide good ratings when hotel employees showed genuine care and professionalism throughout their stay.

Participant 4 explained that negative service experiences, such as delayed responses or poor communication, often affected guests’ opinions even if the hotel had good facilities.

Participant 5 shared that consistent service quality throughout the guest journey, from arrival to departure, played an important role in shaping final ratings.

Respondents reflected that service experience has a significant influence on guest rating behavior. Participants believed that positive interactions, efficient service delivery, and professional staff behavior help create memorable experiences, leading guests to provide favorable ratings and recommendations. Therefore, maintaining consistent service quality is essential for hotels to improve guest satisfaction and online reputation.

2.3.2 Influence of Guest Expectations and Satisfaction on Ratings

Another important factor identified by participants was the influence of guest expectations and satisfaction on their decision to provide hotel ratings. Participants explained that guests usually compare their actual hotel experience with their expectations before deciding whether to leave positive or negative feedback. They mentioned that when hotels successfully meet or exceed guest expectations regarding service quality, comfort, cleanliness, and overall experience, guests are more likely to provide higher ratings.

Participant 1 stated: “Guests usually rate a hotel based on whether their expectations were fulfilled. When they receive better service than expected, they are more willing to give positive feedback.”

Participant 2 explained that guests often have different expectations based on the hotel's price, reputation, and facilities, and satisfaction depends on whether those expectations are achieved.

Participant 3 mentioned that even simple services, such as polite communication, quick problem-solving, and attention to guest needs, can increase satisfaction and encourage positive ratings.

Participant 4 shared that when guests experience a difference between what was promised and what was actually provided, it can lead to disappointment and lower ratings.

Participant 5 explained that satisfied guests are more likely to recommend hotels and share positive online reviews, while dissatisfied guests often express their concerns through ratings.

Participants highlighted that understanding and managing guest expectations is essential for improving satisfaction and maintaining positive ratings. These findings suggest that hotels need to provide consistent services, communicate clearly with guests, and focus on meeting customer expectations to create satisfying experiences that encourage favorable rating behavior.

2.3.3 Impact of Online Reviews and Feedback on Hotel Reputation

Participants also highlighted the importance of online reviews and guest feedback in shaping the reputation of hotels. They explained that online platforms have become an important source of information for travelers when selecting hotels. Positive reviews help build trust among potential guests, while negative feedback can influence the image of a hotel and affect future bookings. Participants mentioned that guests often share their experiences through online ratings, comments, and recommendations, making feedback an important factor in hotel reputation management.

Participant 1 explained: "Nowadays, many guests check online reviews before booking a hotel. Positive reviews create confidence, while negative comments can make guests choose another hotel."

Participant 2 mentioned that online feedback helps hotels understand guest expectations and identify areas where improvement is needed.

Participant 3 explained that responding professionally to guest complaints and feedback shows that the hotel values customer opinions and is committed to improving services.

Participant 4 stated that repeated positive reviews about service quality, cleanliness, and staff behavior strengthen a hotel's reputation and attract more guests.

Participant 5 shared that negative reviews should not only be considered as criticism but also as opportunities for hotels to improve their services and prevent similar issues in the future.

These responses indicate that online reviews and feedback have become an essential part of hotel reputation management. Participants believed that maintaining positive guest experiences, encouraging satisfied guests to share feedback, and responding effectively to reviews can improve hotel credibility, attract new customers, and strengthen the overall reputation of hotels in Pokhara.

Respondents emphasized that guest rating behavior in Pokhara hotels is influenced by various factors, including service experience, guest expectations, satisfaction levels, and the impact of online reviews and feedback. Participants highlighted that positive service interactions, meeting guest expectations, providing value for money, and creating comfortable experiences were important factors that encouraged guests to provide favorable ratings. On the other hand, poor service delivery, unmet expectations, and negative experiences were identified as major reasons behind lower ratings.

Despite the challenges of managing different guest expectations and maintaining consistent service quality, hotels can improve their reputation by focusing on customer satisfaction, effective communication, and continuous service improvement. The findings show that online reviews and feedback not only reflect guest experiences but also play an important role in influencing future customers' decisions. Therefore, maintaining positive guest experiences and responding effectively to feedback are essential for strengthening hotel reputation and improving rating behavior in Pokhara's hospitality industry.

2.4 Summary of the Findings

This chapter presented the findings of the study based on interviews with five hotel guests who had recently experienced hotel services in Pokhara. The interview data were analyzed using thematic analysis, resulting in three major

themes: Hotel Occupancy and Guest Experience, Room Price, Service Quality and Customer Satisfaction, and Factors Influencing Guest Rating Behavior.

The findings revealed that hotel occupancy levels have a significant influence on guests' overall experience. Participants explained that occupancy affects factors such as hotel atmosphere, availability of services, waiting time, staff attention, and overall comfort. Most participants believed that high occupancy does not always create negative experiences if hotels have proper management, sufficient staff, and effective coordination. However, poor management during busy periods can reduce guest comfort and satisfaction. Participants highlighted that maintaining consistent service quality during different occupancy levels is essential for creating positive guest experiences.

The study further found that room price and service quality are closely connected with customer satisfaction. Participants explained that guests evaluate room prices based on the value they receive from hotel services, facilities, comfort, and overall experience. They emphasized that reasonable pricing combined with quality service creates positive perceptions, while high prices without satisfactory services may lead to dissatisfaction. Participants also identified staff behavior, responsiveness, communication, cleanliness, and personalized attention as important elements that influence guest satisfaction. The findings suggest that hotels need to maintain a proper balance between pricing strategies and service delivery to meet guest expectations.

Finally, the findings showed that guest rating behavior is influenced by service experiences, satisfaction levels, and online reviews. Participants explained that positive interactions with hotel staff, meeting guest expectations, and providing valuable experiences encourage guests to give higher ratings and recommendations. They also highlighted that online reviews and feedback have become important factors in shaping hotel reputation and influencing future guests' decisions. Participants suggested that hotels should focus on improving service quality, understanding guest expectations, responding effectively to feedback, and maintaining consistent experiences to strengthen their reputation.

Overall, the findings indicate that customer satisfaction and rating behavior in Pokhara hotels are shaped by the combined influence of occupancy management, pricing strategies, service quality, and guest experiences. Although hotels face

challenges in managing different guest expectations and maintaining service standards during changing occupancy levels, effective planning, employee performance, and customer-focused strategies can help improve guest satisfaction and enhance the reputation of hotels in Pokhara's hospitality industry.

CHAPTER III

CONCLUSION AND RECOMMENDATIONS

3.1 Conclusion

This study explored how occupancy, price, and service quality shape customer satisfaction and rating behaviour in Pokhara hotels using a qualitative research approach. The findings revealed that guest satisfaction is influenced by the combined effect of hotel occupancy management, room pricing, service quality, and overall guest experience. Participants explained that occupancy levels can affect the hotel environment, service availability, staff responsiveness, and guest comfort. However, effective management, proper planning, and sufficient staff support can help hotels maintain positive guest experiences even during high occupancy periods.

The study also found that room price plays an important role in shaping guests' perceptions of value for money. Participants highlighted that guests do not evaluate hotel prices only based on the amount paid but also consider the quality of services, facilities, cleanliness, comfort, and overall experience received. A proper balance between room price and service expectations was identified as essential for achieving customer satisfaction, while high prices without satisfactory services may negatively influence guest perceptions.

Furthermore, service quality was found to be one of the most significant factors affecting customer satisfaction and rating behaviour. Participants emphasized that staff behaviour, communication, responsiveness, personalized attention, and efficient service delivery strongly influence guests' overall impressions. Positive service experiences encourage guests to provide favourable ratings and recommendations, whereas poor service experiences may result in negative feedback and reduced satisfaction.

The study also revealed that guest rating behaviour is strongly connected with expectations, satisfaction levels, and online reviews. Participants explained that guests often share their experiences through online platforms, making feedback an important factor in shaping hotel reputation. Managing guest expectations, responding effectively to feedback, and continuously improving service standards were identified as important strategies for maintaining positive ratings.

Overall, the study concludes that occupancy management, pricing decisions, and service quality are interconnected factors that significantly influence customer satisfaction and rating behaviour in Pokhara hotels. Although hotels face challenges in meeting diverse guest expectations and maintaining consistent service quality, customer-focused strategies, effective management practices, and continuous improvement can help enhance guest experiences, strengthen hotel reputation, and support the sustainable growth of Nepal's hospitality industry.

3.2 Recommendations

Based on the findings of this study, the following recommendations are suggested:

- Hotel management should focus on maintaining consistent service quality during different occupancy levels by ensuring proper staffing, effective coordination among departments, and efficient management practices during peak seasons to provide a comfortable guest experience.
- Hotels should develop balanced pricing strategies by ensuring that room prices reflect the quality of services, facilities, and overall guest experience. Providing value for money can improve customer satisfaction and encourage positive ratings.
- Hotel management should invest in regular employee training and development programs to improve staff communication skills, service efficiency, problem-solving abilities, and guest handling techniques.
- Hotels should strengthen personalized guest services by understanding individual guest needs, providing timely responses, and creating memorable experiences that increase customer satisfaction and loyalty.
- Hospitality organizations should improve their online reputation management by actively monitoring guest reviews, responding professionally to feedback, and using customer suggestions to improve service quality.
- Hotels should establish effective feedback collection systems to better understand guest expectations, identify service gaps, and make necessary improvements based on customer experiences.
- Hospitality education institutions should emphasize customer experience management, service quality, and digital reputation management to prepare

future hospitality professionals according to changing guest expectations and industry requirements.

- Future researchers should conduct similar studies in other tourism destinations of Nepal or include larger groups of guests and hotel employees to gain a broader understanding of how occupancy, pricing, and service quality influence customer satisfaction and rating behaviour in the hospitality industry.

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APPENDICES

Appendix A

Interview Guide

Research Title: Exploring How Occupancy, Price, and Service Quality Shape Customer Satisfaction and Rating Behaviour in Pokhara Hotels

Section A: Demographic Information

1. Could you please introduce yourself?
2. How old are you?
3. What is your occupation or profession?
4. How frequently do you stay in hotels?
5. Have you recently stayed in any hotel in Pokhara? If yes, how was your overall experience?
6. What was the main purpose of your hotel stay (leisure, business, family visit, or other)?

Section B: Hotel Occupancy and Guest Experience

1. How do you think hotel occupancy levels affect your overall guest experience?
2. Can you describe your experience staying in a hotel during a high occupancy period?
3. How does the number of guests in a hotel influence your comfort and satisfaction?
4. Do you feel that occupancy levels affect service availability and response time? Please explain.
5. In your opinion, what factors help hotels maintain good guest experiences during busy periods?
6. Have you ever experienced differences in service quality between low and high occupancy periods? Can you describe your experience?
7. How important is a comfortable and well-managed hotel environment for your overall satisfaction?

Section C: Room Price, Service Quality, and Customer Satisfaction

1. How do you evaluate whether a hotel room price is reasonable or worth paying?
2. What factors do you consider when comparing room price with the services provided by a hotel?
3. How does service quality influence your satisfaction with a hotel stay?
4. What aspects of hotel service (staff behaviour, cleanliness, responsiveness, facilities, etc.) are most important to you?
5. Can you describe an experience where the service quality of a hotel influenced your satisfaction positively or negatively?
6. How do you feel when a hotel's price does not match the quality of services provided?
7. In your opinion, what should hotels do to provide better value for money to guests?

Section D: Factors Influencing Guest Rating Behaviour

1. What factors influence your decision to give a positive or negative rating to a hotel?
2. How does your overall service experience affect your decision to rate a hotel?
3. Do your expectations before staying at a hotel influence the rating you provide afterward? Please explain.
4. How important are online reviews and ratings when choosing a hotel?
5. Have you ever changed your opinion about a hotel after reading online reviews?
6. What makes you recommend a hotel to others through ratings or reviews?
7. Can you describe a situation where a hotel experience encouraged you to give positive or negative feedback?
8. What suggestions would you provide to hotels in Pokhara for improving guest satisfaction and receiving better ratings?

Appendix B

Participant Profile

Participant	Age	Hotel Stay Experience	Type of Guest	Purpose of Stay
P1	28	5 Hotel Stays in Pokhara	Domestic Guest	Leisure Travel
P2	24	3 Hotel Stays in Pokhara	Domestic Guest	Family Visit
P3	32	8 Hotel Stays in Pokhara	Domestic Guest	Business and Leisure
P4	27	4 Hotel Stays in Pokhara	International Guest	Tourism Purpose
P5	30	6 Hotel Stays in Pokhara	Domestic Guest	Adventure and Leisure Travel

Appendix C

Sample Interview Transcript

Participant 1

Researcher: How do you think hotel occupancy levels affect your overall guest experience?

Participant 1: Hotel occupancy has a big impact on my experience. When the hotel is too crowded, services can sometimes become slower, and common areas may feel busy.

However, if the hotel is managed properly, high occupancy does not always create a negative experience.

Researcher: How do you evaluate whether a hotel room price is worth paying?

Participant 1: I do not look at the price only. I compare the price with the services, cleanliness, comfort, facilities, and the overall experience I receive. If the hotel provides good service according to the amount I pay, then I feel it is worth the money.

Researcher: How does service quality influence your satisfaction with a hotel stay?

Participant 1: Service quality is very important because the way staff treat guests creates the overall impression of the hotel. Friendly behaviour, quick responses, and proper communication make the stay more comfortable and satisfying.

Researcher: What factors influence your decision to give a positive or negative rating to a hotel?

Participant 1: I usually consider the complete experience, including staff behaviour, room condition, cleanliness, service quality, and whether the hotel meets my expectations. If I feel satisfied with the overall experience, I am more likely to give a positive rating.

Researcher: How important are online reviews and ratings when choosing a hotel?

Participant 1: Online reviews are very helpful because they give an idea about other guests' experiences. I usually check reviews before choosing a hotel because they help me understand the service quality and reputation of the hotel.

Appendix D

Informed Consent Statement

I voluntarily agree to participate in this research study entitled “Exploring How Occupancy, Price, and Service Quality Shape Customer Satisfaction and Rating Behaviour in Pokhara Hotels.” I understand the purpose of the study and agree to provide information regarding my hotel stay experiences, perceptions, and opinions through an interview.

I understand that my identity will remain confidential and that any information provided by me will be used only for academic and research purposes. I also understand that my participation is completely voluntary, and I have the right to refuse to answer any question or withdraw from the study at any time without any consequences.

I have been informed about the purpose and procedures of this research and willingly agree to participate in this study.

Participant’s Signature: _____

Date: _____

Researcher’s Signature: _____

Date: _____

Appendix E

List of Hotels Visited

1. Hotel A, Lakeside, Pokhara
2. Hotel B, Lakeside, Pokhara
3. Hotel C, Lakeside, Pokhara
4. Hotel D, Lakeside, Pokhara
5. Hotel E, Lakeside, Pokhara