



**EFFECTS OF SERVICE DELIVERY MANAGEMENT ON CUSTOMER LOYALTY: A CASE
OF CHAMBAI HOTEL AND MARALINK NAROK.**

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ABSTRACT

The main purpose of the study will be to investigate the effects of service delivery management on customer loyalty. Service delivery is an important tool which can be used by managers to win customers loyalty. Specific objectives of the study is to determine the impact of service design; service quality and customer expectations on customer loyalty. The study will be conducted to establish the effect of service delivery in Chambai and Maralink hotels in Narok town. The plan, structure and strategy of investigation conceived to answer the research questions will be through using survey research design. Both qualitative and quantitative techniques will be applied in the research. Primary data will be collected using structured questionnaires which will be administered to employees of the hotels. The sample size will be 79 which will include management and other employees from the two hotels.