

# **ANALYSIS OF SERVICE ENCOUNTER: CUSTOMER'S VIEWPOINT REGARDING HOTEL SERVICES IN COX'S BAZAR CITY, BANGLADESH**

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## **ABSTRACT**

The purpose of this study is to analyze the pleasure and displeasure of customers regarding service encounters provided by the hotels in Cox's Bazaar city, Bangladesh. Having the world's longest (120 kilometers) beach, miles of golden sands, surfing waves, rare conch shells, delightful sea-food makes Cox's Bazar the tourist capital of Bangladesh. From the study it has found that, about 62.66% of customers are satisfied in the sector of Recovery and 53.91% of customers in Adaptability that is provided by the hotels. But in the sector of Spontaneity, about 49% and 45.67% of customers are not satisfied with the aims of the employees helping and interacting with the customers. In the sector of Coping about 56.9 % of customers told that, hotel owners are very much cooperative to handle the problem customers. But 57.25 % of customers think that, hotel owners have a lack of abilities and efficiencies to handle any conflict or to retain the good image of those customers.

**KEYWORDS:** Adaptability, Coping, Recovery, Service Encounter, Spontaneity