

**ROLE OF FRONT OFFICE OPERATIONS IN GUEST SATISFACTION A CASE STUDY
OF MBALE RESORT HOTEL IN MBALE CITY, EASTERN UGANDA**

BY

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2026

DECLARATION

I, BWIRE NELSON, hereby declare that this research report is a product of my own independent effort and has not been presented, in part or whole, to Busitema University or any other institution of learning for the award of a degree, diploma or any other academic qualification. All sources of information used in this work have been duly acknowledged by way of citation and referencing.

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APPROVAL:

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DEDICATION:

This work is dedicated to my beloved parents **Mr. Wabwire Joseph** and **Mrs. Nafula Susan** my Beloved Sister **Mrs Ajambo Thesa Lilian** plus my family members at large, whose unwavering love, prayers, patience and sacrifice have been the foundation of everything I have achieved in my academic journey. Their constant encouragement and belief in my ability gave me the strength to complete this study, and I remain forever grateful for the values, support and inspiration they continue to give me.

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LIST OF ACRONYMS:

ANOVA	Analysis of Variance
APA	American Psychological Association
BU	Busitema University
COVID-19	Coronavirus Disease 2019
CVI	Content Validity Index
DV	Dependent Variable
GDP	Gross Domestic Product
IFC	International Finance Corporation
IV	Independent Variable
KII	Key Informant Interview
MTWA	Ministry of Tourism, Wildlife and Antiquities
PMS	Property Management Systems
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behavior
UBOS	Uganda Bureau of Statistics
UNWTO	United Nations World Tourism Organization
USD	United States Dollar
UTB	Uganda Tourism Board
UWA	Uganda Wildlife Authority
VIF	Variance Inflation Factor
WTTC	World Travel and Tourism Council

ABSTRACT

Role of front office operations in guest satisfaction a case study of Mbale resort hotel in Mbale city, Eastern Uganda. The study was guided by three objectives: To Find out the effect of front desk efficiency on guest satisfaction at Mbale Resort Hotel, to find out the influence of staff professionalism on guest satisfaction at Mbale Resort Hotel, to find out the effect of technology, use and complaint handling on guest satisfaction at Mbale Resort Hotel. A cross-sectional research design employing both quantitative and qualitative approaches was adopted. Data were collected using questionnaires and interviews from selected respondents at Mbale Resort Hotel. The collected data were analyzed using descriptive statistics and correlation analysis with the aid of SPSS, while qualitative data were analyzed thematically. The findings showed that the roles of front office operations positively influence guest satisfaction, although challenges such as technology failures and delays at the front office still limited participation.

CHAPTER ONE

1.0 Introduction

This chapter presents the foundation of the study. It covers the background of the study, statement of the problem, purpose of the study, research objectives, research questions, scope of the study content, geographical and time scope, significance of the study, and the conceptual framework and definition of key terms guiding the research.

1.1 Background of the Study

The study will focus on the **Role of front office operations in guest satisfaction at Mbale Resort Hotel in Mbale City**. Front Office Operations play a key role in Guest Satisfaction by ensuring that Guest's First Impression, Ongoing service Needs and Departures all feel Smooth and Welcoming.

The hospitality industry is one of the most dynamic and competitive sectors globally, contributing significantly to economic growth, employment creation, foreign exchange earnings, and tourism development. Globally, the tourism and hospitality sector contribute approximately 10% to the world's Gross Domestic Product (GDP) and supports one in every ten jobs worldwide (UNWTO, 2023). Hotels form a central component of this sector by providing accommodation, food and beverage services, conference facilities, and other guest-related services. Due to globalization, technological advancement, and increased competition, hotels must consistently deliver high-quality services to meet guest expectations and achieve long-term sustainability.

Within hotel operations, the front office department is widely regarded as the nerve center of the establishment. It serves as the first and last point of contact between guests and the hotel, thereby shaping first impressions and final experiences. Bharwani and Jauhari (2023) explain that front-line employees significantly influence customer perceptions because they interact directly with guests during service encounters. These interactions represent the "moment of truth" where guest satisfaction is either achieved or compromised. Front office operations include reservations, reception services, guest registration, room allocation, concierge services, handling inquiries, complaint management, billing, and check-out procedures. The efficiency of these functions contributes directly to overall guest satisfaction and hotel performance.

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