

INTELIGENȚA CULTURALĂ ȘI SATISFAȚIA CLIENTULUI: O ANALIZĂ CANTITATIVĂ A HOTELURILOR INTERNAȚIONALE DIN INDIA

CULTURAL INTELLIGENCE AND CUSTOMER SATISFACTION: A QUANTITATIVE ANALYSIS OF INTERNATIONAL HOTELS IN INDIA

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Abstract: Growth in the hospitality industry internationally has marked the significance for service managers dealing with international clients to understand the cultural needs of their clients. With this perspective, the present study aims to identify the relationship that exists between Cultural Intelligence and Customer Satisfaction in three international hospitality players in India using the Cultural Intelligence Scale (CQS) and a self administered questionnaire on Customer Satisfaction with a sample size of 300. The results indicate that there exists a positive relationship between Cultural Intelligence and Customer Satisfaction. Also, Cultural Intelligence enhances the overall productivity of employees. The research suggests that in order to be successful in the international hospitality industry, it is of pivotal significance to acquaint the employees to be Culturally Intelligent to facilitate satisfaction amongst the international clients.

Keywords: Cultural Intelligence, Customer Satisfaction and International Hospitality Industry.