

## **ABSTRACT**

This thesis was designed to study how the happiness of customers improves customer loyalty in hotels. The thesis used the Hotel Jehan Numa Palace as a case study, in particular. The retention of customers is accomplished through engaging consumers in the quality improvement of hotel services. In addition, clients feel valued when they understand that their experience is improved.

In order to obtain the data for the research, quality and quantitative research approaches were applied. This involved the collection of both primary and secondary data for thorough and reputable study. In order to obtain personal information, interviews and questionnaires were employed while the secondary data was obtained by a study of the previous document.

It is obvious from the research findings that numerous things affect the pleasure of our customers. But the quality of the services given by a hotel and the management of customer interactions are the main elements that determine satisfaction.

The research findings help hoteliers focus on customer satisfaction through techniques such as strong customer relations management and quality enhancement. Further study on all aspects of consumer happiness is required, on the other hand. This enables hotel operators to combine profitability with retention of customers.