

# Mesurer Et Developper La Satisfaction Du Clients

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À l'ère actuelle la qualité de service influe sur la satisfaction du client et la rentabilité de toute entreprise dans les entreprises commerciales en particulier la qualité de service attire le consommateur et le gestionnaire pourrait réaliser des bénéfices significatifs dans notre travail nous évaluerons la qualité de service dans les différents points de vente d'une entreprise commerciale par ailleurs nous nous focaliserons sur la satisfaction des clients à travers le service offert et son impact sur la rentabilité l'objet de notre étude est d'analyser l'impact de la qualité de service dans la satisfaction du client et la rentabilité le cas concret choisi est celui de l'hôtel club du lac tanganyika cet établissement avec son emplacement sur le littoral du lac tanganyika est des meilleurs hôtels du burundi c'est dans ce sens que nous avons effectué une enquête de terrain moyennant un questionnaire préétabli qui a distribué aux clients qui y séjournent les informations recueillies et les résultats obtenus permettent de mesurer le rôle joué par la qualité de service sur la satisfaction des clients et la rentabilité de l'entreprise

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