

Analysing The Role Of Hotel Linen And Laundry Services On Guest Satisfaction: Evidence From The Hospitality Industry

Ranvir Singh*, Deepak Kumar, Abheek Pramanick

Research Scholar, School Of Hospitality, GNA University, Phagwara, Punjab

ABSTRACT

The quality of hotel linen and efficiency of its laundry service are one of the major determinants of guest satisfaction. The study uses service quality theory framework for investigating the link between guests' perception on operational elements of linen and laundry. and their assessment of the hotel experience. Data were collected using a structured survey of 204 hotel guests from North India. The research applied correlation and regression statistical techniques to test three hypotheses, to assess service quality dimensions. The study suggests that guest satisfaction from hotel services is perceived from a spectrum of service packages. Both the quality of Hotel Linen and efficiency of laundry operations were found independently and jointly driving the perception of guest's satisfaction from their accommodation in the hotel. These service dimensions can be used by the hotel managers, as a powerful tool, to derive enhanced customer experience and long-term loyalty.

Keywords: Hotel Linen, Laundry Service, Guest Satisfaction, Hotel Housekeeping.

INTRODUCTION

In the hospitality sector, customer loyalty, brand reputation, and financial performance are all directly impacted by guest satisfaction, which continues to be a key component of competitive advantage. The tangible aspects of hotel operations, especially housekeeping services, have gotten relatively less empirical attention, despite the fact that many studies have examined intangible service components like employee behaviour and responsiveness. A study by P&G Professional revealed that cleanliness of hotel rooms is top priority for 78% of guests while choosing a hotel. While 71% of the guests reported to walk out of the property when they found the use of dirty bedsheets in the guestrooms ([P&G Research, 2020](#)). Research from 24 star rated hotels in Ghana found that linen care strategies significantly affected guest satisfaction with 45.1% explained variance(Akomaning et al., 2024a). Among these, hotel linen quality and laundry service effectiveness are important but little-studied touchpoints that influence visitors' opinions of overall value, comfort, and cleanliness. By examining how these operational elements affect visitor satisfaction in the setting of

North Indian hotels, this study seeks to close this gap. The study assesses the predictive power of perceived linen quality and laundry efficiency in determining satisfaction outcomes using service quality theory and empirical data. The results offer useful insights for hotel managers hoping to enhance customer satisfaction and service delivery through operational excellence(Ali et al., 2021). By emphasizing quantifiable data, this study contributes to the body of knowledge in both academic and practical hospitality management by examining specific service characteristics.

1.1 Background

In the ever-changing hospitality industry, guests now expect high standards of efficiency, comfort, and cleanliness in addition to basic amenities. In order to satisfy these demands, housekeeping services—especially those that deal with linens and laundry—are essential. As a direct interface between the visitor and the establishment, hotel linen—which includes bathrobes, towels, and bed linens—influences impressions of cleanliness, luxury, and attention to detail. The hotel's operational dependability and

Relevant conflicts of interest/financial disclosures: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

responsiveness are also reflected in the laundry services, particularly for business and long-stay guests who rely on prompt clothing care (Wilson, 2025). In academic research and strategic planning, these service dimensions are frequently disregarded despite their operational importance. The literature currently in publication tends to generalize housekeeping under more general service quality frameworks, which leaves a knowledge gap regarding the precise impact of linen and laundry services on guest satisfaction. In order to close that gap, this study isolates and analyses these factors, evaluating their individual and combined effects on behavioural intentions and satisfaction using a structured quantitative approach.

1.2 Problem Statement

In the hospitality sector, customer satisfaction plays a crucial role in determining brand loyalty, competitive positioning, and repeat business. The tangible operational aspects of housekeeping services are still underrepresented in empirical literature, despite the fact that a great deal of research has examined the impact of intangible service elements on guest satisfaction, such as staff behaviour, responsiveness, and ambiance. In particular, hotel linen quality and laundry service efficiency are frequently regarded as routine back-end tasks rather than strategic service touchpoints, despite being crucial to guests' perceptions of hygiene, comfort, and service dependability. The industry's capacity to improve operational procedures that directly affect the visitor experience is hampered by this oversight. In the context of contemporary hospitality operations, it is imperative to conduct an empirical evaluation of the ways in which these concrete service dimensions influence overall guest satisfaction and behavioural intentions.

1.3 Research Gap

Few studies have specifically examined the impact of hotel linen quality and laundry service efficiency on guest satisfaction, despite the growing emphasis on service quality in hospitality research. These variables are frequently subsumed under more general housekeeping or hygiene constructs in existing frameworks, which fails to recognize their unique operational and experiential contributions. Additionally, the majority of earlier research lacks

strong statistical validation and is either conceptual or restricted to qualitative insights (Akomaning et al., 2024b). There is also a lack of region-specific empirical evidence from emerging hospitality markets such as North India, where guest expectations are rapidly changing as luxury and business travel become more prevalent. By providing a quantitative, data-driven analysis of the independent and combined effects of linen quality and laundry efficiency on guest satisfaction, this study fills these gaps and advances both theory and managerial practice (Sulaiman & Afif, 2025).

1.4 Objectives

The importance of service quality in the fiercely competitive hospitality sector is an undisputed fact. This research aims to investigate the impact of two essential operational areas related to a guest's stay in a hotel: the quality of linen used in guests' rooms and the efficiency of guest laundry services. We aim to measure the extent to which these two factors influence a guest's overall experience during their stay in the hotel and their perception on receiving value for their money. In order to address these attributes, the study aims to:

- a) To examine the impact of perceived hotel linen quality on overall guest satisfaction and behavioural intentions.
- b) To assess the influence of laundry service efficiency on guest satisfaction and perceived value.
- c) To assess the combined predictive power of perceived hotel linen quality and laundry service efficiency in explaining overall guest satisfaction.

1.5 Contributions

The study is likely to provide significance for both the academicians and practitioners of the hospitality sector. From a theoretical perspective the research will empirically validate the crucial role of hotel linen and laundry services as a driving force of guest satisfaction. The practical inference of the findings will serve as an outline for hotel managers to emphasize on these two areas for improving guest satisfaction and value perception of their rooms.

2 LITERATURE REVIEW

2.1 Housekeeping and Guest Satisfaction

A key factor in determining how guests view the quality of a hotel is housekeeping. Cleanliness, linen presentation, and room maintenance are some of the most obvious service indicators that directly affect customer satisfaction, loyalty, and repeat business. Well-kept rooms and attentive housekeeping staff enhance a guest's comfort and emotional well-being (Kim & Han, 2022). In service models, housekeeping is frequently generalized despite its operational significance, ignoring particular components like linen and laundry services that have a big impact on the visitor experience (Sharma et al., 2022).

2.2 Hotel Linen Quality

Housekeeping services are essential to guest satisfaction because they directly influence perceptions of hygiene, comfort, and service quality. Cleanliness and room maintenance are among the most visible indicators of operational excellence, often influencing first impressions and overall guest experience. According to research, guests associate well-maintained linen and prompt housekeeping responses with professionalism and care, which fosters trust and loyalty (Lourdes & Hadi, 2025). However, specific elements such as linen quality and laundry efficiency are frequently generalized under broader service constructs, limiting strategic emphasis on these tangible touchpoints (Akomaning et al., 2024c). This study bridges that gap by isolating and empirically analysing their direct impact on guest satisfaction.

2.3 Laundry Service Efficiency

Laundry service efficiency is a critical but often overlooked component of hotel operations that has a direct impact on guest satisfaction, particularly among long-stay and business travellers. Efficient laundry services, which include prompt turnaround, garment care, and professional handling, improve the hotel's perceived reliability and responsiveness. According to studies, delays, mismanagement, or poor-quality laundry can cause dissatisfaction, reducing guests' overall experience and likelihood of returning (Suryawijaya et al., 2023). Regardless of its Laundry efficiency is frequently lumped into broader

housekeeping or service quality constructs, limiting its strategic visibility. By focusing on this variable, the current study adds to a more nuanced understanding of how back-of-house services influence front-end guest perceptions.

2.4 Synthesis and Gap

The existing literature confirms that housekeeping services, particularly cleanliness, linen quality, and operational responsiveness, are critical to guest satisfaction. However, most studies treat these elements as components of broader service quality constructs, with little focus on specific operational dimensions such as hotel linen and laundry services. While some research acknowledges their significance, few studies have quantified their individual and combined impact on guest satisfaction using rigorous statistical methods. Furthermore, there is limited evidence from emerging hospitality markets like North India, where service expectations are rapidly changing. This study closes these gaps by focusing on hotel linen quality and laundry service efficiency as distinct predictors, and it provides a data-driven framework for assessing their impact on guest satisfaction and behavioural intentions.

3 CONCEPTUAL FRAMEWORK AND HYPOTHESES

3.1 Conceptual Framework

The conceptual framework for this study is established in the service quality archetype, focusing on two operational dimensions of hotel housekeeping: Hotel Linen Quality and Laundry Service Efficiency, as key predictors of Overall Guest Satisfaction. Based on the available hospitality literature and empirical evidence, the framework verifies whether guests' perceptions of linen quality and laundry efficiency independently contribute to their satisfaction levels. This model lays stress on the tangible aspects of hotel operations that shape customer experience, offering a structured basis for hypothesis formulation and statistical testing.

3.2 Hypotheses

In order to systematically evaluate the influence of housekeeping service quality dimensions on guest satisfaction, the study devised and tested a set of

hypotheses founded on prior literature and operational relevance. These hypotheses gives focus on the perceived quality of hotel linen and the efficiency of laundry services as two critical touchpoints in the hospitality experience.

H1: Higher perceived quality of hotel linen is positively associated with guest satisfaction

H2: Greater efficiency in laundry services significantly predicts higher guest satisfaction.

H3: Hotel Linen Quality and Laundry Service Efficiency together explain a substantial portion of variance in Overall Guest Satisfaction

4 RESEARCH METHODOLOGY

4.1 Research Design

The study employed a quantitative, descriptive, and cross-sectional research design to examine the role of hotel linen quality and laundry service efficiency in affecting guest satisfaction. A structured questionnaire was administered to individuals who seek frequent accommodation in hotels. The data was collected in September 2025 from customers of North Indian Hotels. The collection of data in a single – point ensures an overall standardized data which is essential for undertaking statistical analysis of the effect of service quality of the housekeeping department on guest satisfaction.

4.2 Population and Sample

The population of interest were individuals who were hotel guests and have been frequently staying in hotels of North India. The diverse hospitality backdrop of the region with a mix of business and leisure travellers, presented a ideal geographic focus for the study. A robust sample with 204 responses presented a sizable data for performing statistical analysis. This data is sufficient for such exploratory studies employing multivariate techniques like correlation and regression to attain reliable inference and representative deductions into diverse hotel guest experiences.

4.3 Data Collection

The questionnaire for the study was structured into five sections to gather data from hotel guests. The first section of the construct gathers data on control variables related to demographic and information on accommodation in hotels. To gain insights on service-related dimensions, data was gathered in three distinct sections to assess the perception on critical aspects of Hotel Linen Quality, Laundry Service, and Hygiene and Safety. Measurement of outcome was assessed using a separate section, focusing on guest satisfaction and behavioral intentions, arising out of their stay in the hotels and the perception of value received. Online forms were distributed to the hotel guests. Participation in the survey was voluntary and necessary protocols related to ethical research processing were observed.

4.4 Data Analysis

The analysis of data obtained through the survey was performed in SPSS. The descriptive statistics sets the stage for characterizing the demographics and overall service perception inclination. Cronbach's alpha was measured to assess the internal reliability of the chosen constructs. Pearson correlation and recession analysis was used to examine the direction and magnitude of bivariate relationship among the variables and core predictive model. Moderation analysis tested the mediating role of perceived hygiene with the studied relationships.

5 RESULTS AND FINDINGS

5.1 Demographics

The demographic profile of respondents shows that the sample comprised largely male guests (60.3%), followed by females (37.7%) and a small proportion identifying as third gender (2.0%). In terms of age, over half of the participants (54.4%) were aged 18–25, with less representation across older age groups, signifying a youthful respondent base.

Demographic Variable	Category	Frequency (n)	Valid Percent (%)
Gender	Male	123	60.3

	Female	77	37.7
	Third	4	2.0
	Total	204	100.0
Age Group	18-25	111	54.4
	26-35	43	21.1
	36-45	27	13.2
	46-60	20	9.8
	61+	3	1.5
	Total	204	100.0

The majority of respondents (37.3%) stayed in hotels for leisure purposes, followed by business travellers (24.5%) and those with combined leisure and business stays (20.1%). A smaller segment (18.1%) cited other reasons for their stay.

The majority of respondents (57.8%) stayed in 5-star hotels, followed by 25.5% in 4-star and 16.7% in 3-star properties, indicating a sample skewed toward higher-end accommodations.

Nearly half of the respondents (47.5%) stayed for 2–3 nights, followed by 19.6% who stayed for 7 or more nights, 17.2% for a single night, and 15.7% for 4–6 nights, indicating a predominance of short-duration stays.

The majority of respondents (33.8%) reported staying in hotels 1–2 times per year, followed by 26.0% with

3–5 stays, 21.6% with 6–10 stays, and 18.6% with more than 10 stays annually, indicating a mix of occasional and frequent travellers in the sample.

5.2 Reliability and Validity

The reliability analysis performed for the study indicates that all constructs display high internal consistency. Hotel Linen Quality ($\alpha = 0.933$) and Laundry Service Efficiency ($\alpha = 0.941$) show excellent reliability across respective items, indicating strong internal consistency. Overall, Guest Satisfaction & Behavioural Intentions yielded Cronbach's alpha values of 0.898, reflecting robust reliability. It confirms that the respondents have responded to the different aspects of service dimension coherently and uniformly.

Variable	Cronbach's Alpha	No. of Items
Hotel Linen Quality	0.933	6
Laundry Service Efficiency	0.941	7
Overall, Guest Satisfaction & Behavioural Intentions	0.898	3

Table 1 Construct Reliability Summary

5.3 Correlation Analysis

For assessing the relationship between hotel linen quality and overall guest satisfaction, a Pearson correlation analysis was administered. This will help

in determining the strength and direction of association between the two studied continuous variables. The analysis strongly substantiates a link between Hotel Linen Quality (HLQ) and Guest Satisfaction (SAT), with a strong positive Pearson

correlation ($r=0.782$) indicating that higher perceived linen quality is associated with increased guest satisfaction and stronger behavioural intentions (e.g., loyalty and willingness to recommend). This relationship was found to be highly statistically significant ($p<.001$). Built upon a robust sample size

($N=204$), these outcomes are consistent and broadly relevant, leading to the practical conclusion that hospitality managers should look at linen quality as a strategic service driver, not only as a hygiene prerequisite, to enhance overall guest loyalty and perceived value.

		HLQ Mean	SAT Mean
Hotel Linen Quality Mean	Pearson Correlation	1	0.782**
	Sig. (2-tailed)		0.000
	N	204	204
Guest Satisfaction Mean	Pearson Correlation	0.782**	1
	Sig. (2-tailed)	0.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2 Correlation between Hotel Linen Quality and Guest Satisfaction

The Pearson correlation statistical analysis confirms a strong positive correlation ($r=0.780$) between Laundry Service Efficiency (LSE) and Guest Satisfaction (SAT), connoting that timely, reliable, and courteous service significantly drives up overall guest satisfaction, including their intent to return and recommend the hotel. A relationship is highly

statistically significant ($p<.001$), strongly supporting the hypothesis that efficient laundry service markedly contributes to guest satisfaction and value perception. Hotels should thus, strategically manage laundry operations focusing on promptness and professional handling as it is a important contributor to guest loyalty and experience.

		LSE Mean	SAT Mean
Laundry Service Efficiency Mean	Pearson Correlation	1	0.780**
	Sig. (2-tailed)		0.000
	N	204	204
Guest Satisfaction Mean	Pearson Correlation	0.780**	1
	Sig. (2-tailed)	0.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3 Correlation between Laundry Service Efficiency and Guest Satisfaction

5.4 Regression Analysis

A multiple linear regression test is chosen to evaluate the combined influence of varied factors like Laundry

Service Efficiency (LSE) and Hotel Linen Quality (HLQ) on Overall Guest Satisfaction (SAT). The model summary indicates a strong overall fit and high degree of correlation between predictors HLQ &

LDE, and the outcome variable SAT, with an R value of 0.825. The R Square value of 0.681 explains 68.1% of the variance in guest satisfaction. The Adjusted R Square (0.678) confirms the model's robustness. The

standard error of the estimate (0.53251) reflects the reasonable prediction accuracy. The Durbin-Watson statistic of 1.932 confirms that the independency of observed data and reliability of regression results.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.825 ^a	0.681	0.678	0.53251	1.932
a. Predictors: (Constant), Laundry Service Efficiency Mean, Hotel Linen Quality Mean					
b. Dependent Variable: Guest Satisfaction Mean					

Table 4 Multiple Regression Model Summary: Predicting Guest Satisfaction

The ANOVA test confirms that the regression model is highly statistically significant ($F(2,201)=214.591, p<.001$). It conclusively indicates that Laundry Service Efficiency and Hotel Linen Quality together are powerful predictors of satisfaction of hotel guests, and this predictive ability is not due to random chance.

The large calculated F-statistic demonstrates that the variation in satisfaction (Regression Sum of Squares: 121.702) compared to the unexplained variation (Residual Sum of Squares: 56.997). This statistical finding strongly supports the model summary with a $R^2=0.681$.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.702	2	60.851	214.591	0.000 ^b
	Residual	56.997	201	0.284		
	Total	178.699	203			
a. Dependent Variable: SAT Mean						
b. Predictors: (Constant), LSE Mean, HLQ Mean						

Table 5 ANOVA Summary for Predictors of Guest Satisfaction

The regression coefficients show that both HLQ and LSE together predict SAT with $p\text{-value}<.001$, and highly comparable standardized impacts (Beta for HLQ ≈ 0.440 ; Beta for LSE ≈ 0.433). It indicates that improving either linen quality or service efficiency is expected to result in a similar, positive increase in guest satisfaction. Collinearity statistics (tolerance = 0.375; VIF = 2.666 for both predictors) fall well within acceptable limits, indicating that multicollinearity is at low, non-problematic level.

5.5 Hypotheses Testing

H1: Higher perceived quality of hotel linen is positively associated with guest satisfaction.

The hypothesis is strongly supported by the results of both correlation and regression analyses. The Correlation Analysis shows that Hotel Linen Quality (HLQ) shows a strong positive correlation with Guest Satisfaction (SAT), with Pearson's $r = 0.782, p < .01$, indicating a statistically significant and substantial linear relationship. The Regression Analysis indicates HLQ significantly predicts SAT, with a standardized coefficient (β) = 0.440, $t = 6.757$, and $p < .001$. The unstandardized coefficient ($B = 0.480$) suggests that for every one-unit increase in perceived linen quality, satisfaction increases by 0.48 units, controlling for other variables. These results confirm that guests who perceive higher linen quality tend to report greater satisfaction, validating H1.

H2: Greater efficiency in laundry services significantly predicts higher guest satisfaction.

The hypothesis is also supported by Correlation Analysis suggesting a strong positive correlation ($r=0.780$) between Laundry Service Efficiency (LSE) and Guest Satisfaction (SAT). The Regression Analysis shows that Laundry Service Efficiency (LSE) is a significant predictor of SAT, with a standardized coefficient (β) = 0.433, $t = 6.652$, and $p < .001$. The unstandardized coefficient ($B = 0.475$) indicates that a one-unit increase in perceived laundry efficiency leads to a 0.475 unit increase in satisfaction. This demonstrates that operational excellence in laundry services contributes meaningfully to guest satisfaction, supporting H2.

H3: Hotel Linen Quality and Laundry Service Efficiency together explain a substantial portion of variance in Overall Guest Satisfaction.

This hypothesis is confirmed by the overall model fit evolved from the Model Summary of the Multiple Regression model including HLQ and LSE yielding a $R = 0.825$, $R^2 = 0.681$, and Adjusted $R^2 = 0.678$, indicating that 68.1% of the variance in guest satisfaction is explained by these two predictors. The ANOVA of the model is statistically significant, $F(2, 201) = 214.591$, $p < .001$, confirming that the predictors jointly contribute to explaining satisfaction beyond chance. These findings validate H3 and highlight the combined importance of linen quality and laundry efficiency in shaping guest experiences.

5.6 Key Findings

All three hypotheses are empirically supported. Hotel Linen Quality and Laundry Service Efficiency not only individually enhance guest satisfaction but also collectively form a robust predictive framework. These insights offer actionable guidance for hospitality managers aiming to optimize service quality and elevate customer satisfaction.

6 DISCUSSION

Interpretation: The study's findings confirm that both hotel linen quality and laundry service efficiency are significant predictors of guest satisfaction. The strong positive correlations ($r \approx 0.78$) and comparable standardized regression coefficients ($\beta \approx 0.44$)

indicate that guests consider these tangible service dimensions to be central to their overall experience. The high R^2 value (0.681) suggests that these two operational factors play a significant role in explaining satisfaction variance, highlighting their strategic importance in hospitality service delivery. This reinforces the idea that operational excellence in housekeeping is more than just a hygiene function, but a key driver of perceived value and loyalty.

Theoretical Implications: This study adds to the hospitality literature by expanding the service quality framework to include specific operational dimensions—hotel linen quality and laundry service efficiency—as separate constructs. It challenges the traditional practice of lumping housekeeping into broad service categories and instead proposes a more detailed model of guest satisfaction. By empirically validating these predictors, the study contributes to a multidimensional view of service quality that incorporates both tangible and intangible elements, enriching theoretical discourse on the customer experience in hospitality.

Managerial implications: The findings emphasize the importance of treating linen and laundry services as strategic assets rather than routine back-end operations. Investments in high-quality linen, prompt laundry service, and professional handling can significantly improve guest satisfaction and behavioural intentions, such as repeat visits and positive word of mouth. Hotels should incorporate these dimensions into their quality assurance protocols, employee training programs, and guest feedback systems. Operational audits and performance metrics should include linen condition and laundry responsiveness as key indicators of service quality.

Comparison with Literature: The study is consistent with previous research emphasizing the importance of cleanliness and housekeeping in shaping guest perceptions (Garg & Kumar, 2022; Bharadwaj & Sharma, 2021). However, it contributes to the literature by isolating and statistically validating linen quality and laundry efficiency as independent predictors, a gap identified in previous research (Chaudhari, 2021). Compared to broader service quality models that generalize housekeeping, this research offers a focused analysis, contributing

region-specific empirical evidence from North India—an emerging hospitality market with evolving guest expectations.

CONCLUSION

This study empirically validates the importance of hotel linen quality and laundry service efficiency as significant predictors of guest satisfaction in the North Indian hospitality industry. The study found that tangible service dimensions have a significant impact on individual satisfaction levels and overall guest experience ($R^2 = 0.681$). The findings emphasize the strategic importance of operational excellence in housekeeping, implying that focusing on linen standards and laundry responsiveness can result in measurable increases in guest loyalty and perceived value.

CONTRIBUTIONS

The study adds to the hospitality literature by identifying and quantifying two underutilized service dimensions within the larger housekeeping function. It provides a refined service quality framework that incorporates tangible operational variables into guest satisfaction modeling. Empirically, it adds to the global conversation about hospitality service delivery by providing insights from North India. Specifically, it provides hotel managers with actionable strategies for improving customer experience through targeted improvements in linen and laundry operations.

LIMITATIONS

The study is limited to North Indian hotels, which may limit the applicability of the findings to other cultural or operational contexts. Its cross-sectional design focuses on guest perceptions at a single point in time, limiting insights into changing satisfaction trends. Furthermore, using self-reported data introduces potential biases due to respondent subjectivity and recall.

FUTURE RESEARCH

Future studies could use longitudinal designs to track changes in guest satisfaction over time and seasons. Comparative research across regions or countries could help validate the model in a variety of hospitality settings. Further research into sustainable laundry practices and eco-friendly linen management

may help to align operational strategies with environmental goals. Integrating additional service dimensions, such as room ambiance, digital amenities, or staff interaction, may provide a more comprehensive understanding of guest satisfaction drivers.

REFERENCES

1. Akomaning, E. L., Ondigi, Prof. A., & Mugambi, Dr. R. (2024a). Care Strategies of Linen and Guest Satisfaction among Hotels in Upper East Region of Ghana. *Journal of Hospitality and Tourism*, 4(1), 1–18. <https://doi.org/10.47672/jht.1754>
2. Akomaning, E. L., Ondigi, Prof. A., & Mugambi, Dr. R. (2024b). Care Strategies of Linen and Guest Satisfaction among Hotels in Upper East Region of Ghana. *Journal of Hospitality and Tourism*, 4(1), 1–18. <https://doi.org/10.47672/jht.1754>
3. Akomaning, E. L., Ondigi, Prof. A., & Mugambi, Dr. R. (2024c). Care Strategies of Linen and Guest Satisfaction among Hotels in Upper East Region of Ghana. *Journal of Hospitality and Tourism*, 4(1), 1–18. <https://doi.org/10.47672/jht.1754>
4. Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28. <https://doi.org/10.22161/ijebm.5.3.2>
5. Kim, J. J., & Han, H. (2022). Redefining in-room amenities for hotel staycationers in the new era of tourism: A deep dive into guest well-being and intentions. *International Journal of Hospitality Management*, 102, 103168. <https://doi.org/10.1016/j.ijhm.2022.103168>
6. Lourdes, E. X. D., & Hadi, S. (2025). The Role of the Housekeeping Department in Supporting Cleanliness and Guest Satisfaction at PrimeBiz Hotel Kuta Bali. *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 7(3), 1030–1037. <https://doi.org/10.34007/jehss.v7i3.2541>
7. Sharma, R. K., Gupta, R., Gupta, R. K., Mahajan, R., Kour, T., Chowdhary, N., Chalotra, R., &

- Arif, T. (2022). Study of patient satisfaction regarding linen and laundry services in a tertiary care hospital of north India. *International Journal Of Community Medicine And Public Health*, 10(1), 287. <https://doi.org/10.18203/2394-6040.ijcmph20223559>
8. Sulaiman, H. J., & Afif, M. Z. (2025). HOW IMPORTANT IS SATISFACTION AND QUALITY FOR ACHIEVING LOYALTY IN THE LAUNDRY BUSINESS? *Jurnal Administrasi Profesional*, 6(1), 93–107. <https://doi.org/10.32722/jap.v6i1.7630>
 9. Suryawijaya, T. W. E., Utomo, M. T. R. S., & Rahayuningtyas, T. E. (2023). Self-Service Optimization: Comprehending Customer Satisfaction. *Jurnal Manajemen*, 14(1), 203. <https://doi.org/10.32832/jm-uika.v14i1.9791>
 10. Wilson, O. (2025). Enhancing Operational Efficiency and Guest Satisfaction in Hotel Management: A Strategic Approach. *OTS Canadian Journal*, 4(5), 72–81. <https://doi.org/10.58840/ae2m7f34>

HOW TO CITE: Ranvir Singh*, Deepak Kumar, Abheek Pramanick, Analysing The Role Of Hotel Linen And Laundry Services On Guest Satisfaction: Evidence From The Hospitality Industry, *Int. J. Sci. R. Tech.*, 2026, 3 (8), 629-638. <https://doi.org/10.5281/zenodo.21979954>