

## **Impact of Perceived Service Quality on the Key Sources of Brand Equity: A Study among Tourist Hotels in East Coast of Sri Lanka**

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The major objective of this study is to examine the impact of perceived service quality of tourist hotels on creating of brand knowledge which is the key in creating the brand equity. Brand knowledge has two components such as brand awareness and brand image. Primary data were collected from 95 tourists in the East Coast of Sri Lanka and analyzed using correlation and linear simple regression to derive at a conclusion. The findings of this study reveal that perceived service quality of these tourist hotels has a direct impact on the brand knowledge. In other words, perceived quality of these tourist hotels impacts on the brand awareness and brand image of these hotels.

***Keywords:*** Brand Equity, Hotels, East Coast, Perceived Quality

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