

The Impact of Perceived Service Quality on Customer Satisfaction: A Study Based on Veterinary Hospital in Sri Lanka

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Customer satisfaction is the most important strategic achievement in order to gain sustainable competitive advantage in highly competitive veterinary healthcare industry. There is no research literature on the impact of perceived service quality on customer satisfaction in Sri Lankan veterinary health context. Therefore purpose of the study was to examine whether there is an impact of perceived service quality on customer satisfaction and determined most and least important dimensions of perceived service quality for customer satisfaction. This study was carried out in a leading Sri Lankan Veterinary Hospital. The sampling technique was systematic random sampling and sample size was 200. Primary data collection done by SERVQUAL and four items construct for customer satisfaction. They were subjected to Principal Component Analysis and Cronbach's alpha test. Multiple Regression Analysis was used to find out relationships. Principal Component Analysis revealed four components for SERVQUAL and named as Service Oriented Commitment, reliability, tangibility and assurance. Internal consistency of constructs were within acceptable level.

The Multiple Regression Analysis revealed strong positive relationship between perceived service quality and customer satisfaction. Most important dimension for customer satisfaction was service oriented commitment and least important dimension was tangibility. This study made clear insight of hidden knowledge on impact of perceived service quality on customer satisfaction in Sri Lankan Veterinary Healthcare.

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