

# **The Impact Of E- Service Quality on Creating Brand Loyalty in Telecommunication Services: in The Case of Dialog Axiata PLC.**

W.A.T. Sewwandi

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

*Dr. W.M.C.B Wanninayake*

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

Sri Lankan Mobile industry is mainly consisting of five operators competing for a total addressable population of 21 million including Dialog, Etisalat, Airtel, Mobitel and Hutch 3 fixed operators. Dialog Broadband services, Sri Lankan telecom and Lanka bell.

Primary objective of this research study is to monitor the Impact of the E service quality in telecommunication industry services.

In this research study Secondary Data would be collected through research articles, web based information articles, journals, company publications and previous researches. Primary Data would be collected via a predetermined questionnaire based on the conceptual framework. This research is descriptive in nature because after the completion of the research findings can be used in management decision making since it is conclusive in nature. Research Approach – two major steps; first, an exploratory study will be conducted to figure out E service quality Secondly; the survey will be conducted to gather data necessary for recommendations. Research Population & the sample – dialog users in Sri Lanka. The sample size considered would be 250. Descriptive statistics being used to analysis the data.

This study investigated the E service quality perception and its impact to create brand loyalty in telecommunication industry and the differences in relative importance they attach to the various quality dimensions using the conceptual model of this research study propose. These E SQL scale appears to be a reliable scale to measure telecommunication industry E-service quality, and provide a useful diagnostic role to play in assessing the impact of brand loyalty building. The research finding Brand loyalty in telecommunication industry services E-service quality has significantly affected by Reliability, web usability and its design, Empathy, Assurance and Responsiveness.

**Key Words:** *E-Service Quality, Brand Loyalty*