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**SERVICE QUALITY AND CUSTOMER SATISFACTION: A STUDY OF
RESTAURANTS IN VAVUNIYA DIVISIONAL SECRETARIAT**

A. Pushpanathan

*Department of Economics and Management, Vavuniya Campus of the University of Jaffna
Mannar Road, Pambaimadhu, Vavuniya*

ABSTRACT

Service quality is important to the service supplying organizations including the restaurants. The restaurateurs should consider more about quality of their services. Then, they can compete with their competitors successfully. The service quality is the key ingredient for every customer. That kind of importance for service quality should be given by the restaurateurs. Customer is the key person who describes the quality. Restaurateurs should give their services according to the customers' requirements. If customers get quality services from the restaurants, they will come to those restaurants to get their services again and again. It will help to restaurateurs to improve their customer base and they can improve their position in the market. The main objective of this study is to identify the relationship and impact of service quality with customer satisfaction of the Restaurant industry in Vavuniya Divisional Secretariat. The five dimensions in SERVQUAL model identified by Parasuraman et al., was used as independent variables - Tangibility, reliability, responsiveness, assurance and empathy- and Customer satisfaction is considered as the dependent variable in this study. 100 customers are randomly selected from the 05 restaurants in Vavuniya Divisional Secretariat and the data were collected from the selected customers in the restaurants. The data were entered in SPSS 20 package. The correlation and regression analysis were used in the present study. The finding of the present study indicated that the service quality and customer satisfaction has positively correlated and the overall service quality has highly impact on customer satisfaction.

Keywords: Service Quality, Tangibility, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction