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**IMPACT OF SERVICE QUALITY GAPS TOWARDS THE PERCIVED SERVICE
QUAILITY OF MUNICIPALITY DELIVERY SYSTEM FOR BUSINESS GROWTH
IN SRI LANKA**

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ABSTRACT

The main objective of this study is to first find out perceived service quality in delivery system in municipality using SERVQUAL gaps and then the role of technology and communication channel as moderating variables in the ten Local government Authority in Sri Lanka. Both descriptive and inferential statistical techniques were applied to evaluate the effects of independent variables (i.e. knowledge, perception and interpretation gaps) on perceived service quality (dependent variable) and the role of moderating variable (i.e. technology and business communication channel of the delivery system). Regression analysis was used to examine the effect of the moderating variables on perceived service quality on customer satisfaction. Perceived service quality was found correlated ($r = 0.646$) with satisfaction and their decision making. Findings suggested that 64.6% of customers perceived service quality is an important factor in customers' evaluation of satisfaction. This conclusion is based on the three external service quality gaps as well as two moderating variables. This research may be applied for the logical derivation of future hypothetical propositions and subsequent evidence through empirical investigation and that provides a platform for future research. We suggest that this approach facilitates the pursuit of theory that notifies organizational practices in dynamic service context.

Keywords: Service quality gaps, Perceived service quality, Municipality delivery system, Business growth