



## Impact of Service Quality on Customer Satisfaction with Special Reference to Mobile Telecommunication Industry of Sri Lanka

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### **ABSTRACT**

Along with globalization, new technologies are introduced to the mobile telecommunication industry in order to enhance service quality which is consequential to attract and retain rational customers. Empirical evidence is available between service quality and customer satisfaction of mobile telecommunication industry in Sri Lanka. However, researchers saw that measurements of service quality are different from country to country. Hence, research findings of different other countries could not be generalized to Sri Lankan context. Thus, there is a requirement to research the impact of service quality on customer satisfaction in mobile telecommunication industry in Sri Lanka in order to enhance the customer satisfaction. Data were collected from 388 customers of mobile telecommunication industry. Convenient sampling method was used to select the sample. Data were collected through a structural questionnaire and SERVPERF model was used. Results revealed that the major dimensions of service quality which impact to customer satisfaction are empathy, tangible and reliability. Other dimensions are responsiveness, assurance and technical quality do not impact on customer satisfaction. And, perceived value doesn't moderate the relationship between service quality and customer satisfaction in mobile telecommunication industry in Sri Lanka.

**Keywords:** *Customer Satisfaction, Mobile Telecommunication, Perceived Value, Service Quality, Technical Quality,*