

# **Impact of Relationship Quality on Customer Loyalty: With Special Reference to Insurance Industry in Sri Lanka**

**J M R P Jayasundara**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka  
jm.ravinduprasad@gmail.com*

**H M R P Herath**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka  
renukaherath@kln.ac.lk*

This research was conducted to examine the impact of relationship quality on customer loyalty in the insurance industry in Sri Lanka as the evidence shows that majority of the consumers are unwilling or not using insurance policy from insurance companies and it is important to marketers to understand the reasons behind. In this research therefore it examines the impact of relationship quality on customer loyalty in insurance industry in Sri Lanka. Data were collected using 384 respondents and were collected through a well-structured questionnaire. Secondary data were collected through web sites, books, articles and journals. The questionnaire consists of five-point Likert scale questions and conceptual framework was developed to develop hypotheses and through a multiple regression hypotheses were tested Findings of this research showed a significant and positive impact of Relationship Quality (Satisfaction, Trust, Commitment) on Customer Loyalty in the insurance industry of Sri Lanka which emphasizes the value of enhancing relationship quality to grab the loyalty of customers

**Keywords:** *Commitment, Customer Loyalty, Quality, Relationship, Satisfaction, Trust*