

Impact of Service Quality on Customer Satisfaction: A Case of Sri Lankan Supermarkets

K S Dilhani

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

Nisal Gunawardane

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

Service quality has been examined by different scholars based on various industries. The established literature on service quality on customer satisfaction needed to have a further examination in connecting the business performance of supermarket industry. Thus, it is important to identify the impact of service quality on business on customer satisfaction in order to identify the business performance of supermarket business in Sri Lanka. It was reported that, in the last two decades, Sri Lanka's supermarket business has been rapidly growing owing to different factors, yet the service quality aspect is not firmly identified towards the customer satisfaction and business performance improvement. Hence the main objective of the study was to discuss the impact of service quality dimensions on customer satisfaction by considering the Sri Lankan supermarket business. Service quality consists of five elements namely tangibles, responsiveness, empathy, assurance and reliability. The researcher used a quantitative research approach to collect primary data by sending a self-administered questionnaire to 384 supermarket customers. The tested hypotheses demonstrated that Tangible, Reliability, Responsiveness, Assurance, and Empathy all had a positive and significant impact on customer satisfaction. In addition, the findings of this study will aid in the understanding of the factors that influence customer satisfaction, as well as provide implications for supermarket management in terms of improving service quality.

Keywords: *Assurance, Customer Satisfaction, Empathy, Reliability, Responsiveness*