

Impact of Service Quality of Self-Service Technology on Customer Satisfaction of Generation Y: Investigating the Mediating Effect of Corporate Image with Special Reference to Licensed Commercial Banks in Sri Lanka

S Abeynaike

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
sathsarani.abeynaike@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 of self-service technology of licensed commercial banks has gained a tremendous popularity all over the world. The concept of self-service technology and its impact on the customer satisfaction is inconclusive in literature. Generation Y claimed to be the technologically savvy group who use to be the main cluster involve with this phenomenon in global and local context. Corporate image recognized as a factor which influencing on the relationship of self-service technology service quality on customer satisfaction. The study focused on people between the ages of 21 and 41, who live in the Western province those who are using internet or mobile banking of licensed commercial banks in Sri Lanka. The study collected data from 200 respondents using convenience sampling method by using survey technique for the data collection. The results revealed that self-service technology service quality significantly impacts on customer satisfaction while corporate image influenced in the impact made by self-service technology service quality on customer satisfaction of generation Y customers of licensed commercial banks in Sri Lanka.

Keywords: *Corporate Image, Customer Satisfaction, Generation Y, Licensed Commercial Banks, Self-Service Technology, Service Quality*