Impact of e-Service Quality on Student's Satisfaction with Special Reference to Online Learning of Sri Lankan Government Universities

J A C D Appuhami

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

Nisal Gunawardane

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

With the impact of Covid 19 education sector compelled to use online platform for its operations, empirical evidence is to a lesser extent investigate the relationship of e service quality of territory education and satisfaction of service users. Strong developments of information and communication technology and its applications are used to change the educational industry globally which the impact of local context of Sri Lanka is to investigate about it. ICT development led to educational industry to implement new technologies to teaching and learning processes which is beneficial to both the teaching faculty and the learning partners. This article aims to investigate the impact of e - service quality on student's satisfaction of online learning by considering government territory education system. The study employed quantitative research design, and the primary data were collected through structured questionnaire. The data collected from 364 respondents by using an e-questionnaire. The researcher used random sampling method and was used SPSS software for the data analyzes purpose. The results demonstrated that ICT, e-service quality and e-information quality make a positive contribution towards e-learning for the students, which ultimately leads to positive students' satisfaction.