

**A STUDY ON SERVICE QUALITY AND CUSTOMER
SATISFACTION
WITH SPECIAL REFERENCE TO SAMPATH BANK PLC IN
BATTICALOA DISTRICT**



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ABSTRACT

With the continuous growth of competition in the market place understanding customers has become more and more important in marketing. Researches have shown that high service quality contributes significantly to firm's profitability. However due to the services intangibility, inseparability, heterogeneity, and perishability of production and consumption service quality becomes hard to evaluate. This research study examines the degree of influence of service quality on customer's satisfaction via its variables such as reliability, responsiveness, assurance, empathy, and tangible.

Sampath bank PLC is the newly introduced bank in Batticaloa District. It expanded its market in several areas in Batticaloa district they are Batticaloa, Kattankudy, Kaluwanchikudy, Chenkalady and Ottamavady within a short period. It uses modern technology in its banking activities and always be the first in adoption of modern technological changes even though there are five branches establish within a short period whether these branches are provide good service quality to satisfy their customer. This research focus on influence of service quality on customers' satisfaction in Sampath Bank PLC. This research used both primary and secondary data. 150 customers from all five branches of Sampath Bank PLC in Batticaloa district selected as a sample and questionnaires were issued to them to collect data. Data was collected analyzed through five point likert scale. Collected data was analyzed by using univariate analysis.

- According to the findings of this research study, high level influence of Service quality in all dimension were identified in Sampath Bank, all indicators have high influence on customer satisfaction. However, assurance has very high influence on customers satisfaction compared to other dimensions such as reliability, responsiveness, empathy, and tangible, the most basic reason for this high influence of assurance on customer satisfaction are, it got numerous awards for customers service and promise fulfillment, and it is the leader in the technical innovation and implementation in the banking industry in Sri Lanka. Overall mean value is 3.8 but it does not reach above 4.0 in any dimension so they have to enhance their service quality

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