

**IMPACT OF SERVICE MARKETING MIX ON CUSTOMER  
SATISFACTION IN JANASHAKTHI INSURANCE  
IN JAFFNA DISTRICT**



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## ABSTRACT

The one of the essential factor for the success of any organization is customer satisfaction. All the activities are customer oriented. And it gets possible only through rising role of marketing in business organizations day-by-day. And now in today's scenario marketing is known as the foremost target of every organization as due to customer satisfaction long run and successful survival of their organization is possible. And it gets possible when the organization knows about their customer's various needs. Based on that this study aims to investigate the impact of service marketing mix element on customer satisfaction for insurance industry in context of Jaffna district. The statistical population includes customers of Janashakthi insurance.

The descriptive research used with the respondents of 150 who are customers of Janashakthi insurance in Jaffna district. The random sampling method used to analyze the collection of the data from the selected Janashakthi insurance customers. Data was collected through questionnaire and the analysis was conducted by SPSS with the measures at levels of Univariate, Bivariate and Multiple variate along with research Hypothesis.

The finding of the present study suggests that, service marketing mix and customer satisfaction are high level in insurance policies. The result of product, price, place, promotion and peoples are strongly positive relationship with customer satisfaction and process, physical evidence are weak positive relationship with customer satisfaction. The price and promotion are significantly impact on customer satisfaction. Further, product, place, peoples, process, physical evidence did not have any significant impact on customer satisfaction.

**Key Words:** service marketing mix, customer satisfaction

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