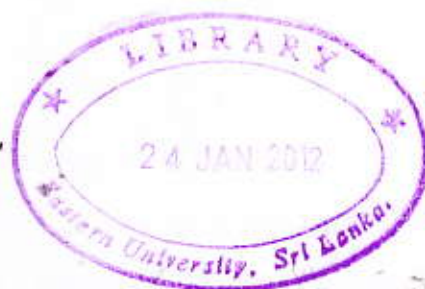


**STUDY ON “CUSTOMER COMPLAINT BEHAVIOUR,
PERCEIVED QUALITY AND PERCEIVED VALUE ON
RESTAURANTS” IN MANMUNAI NORTH DIVISION,
BATTICALOA DISTRICT**

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Abstract

This empirical study focuses on restaurant industry. This is a right time to think about restaurant industry because, present peace situation achieving high level of investments in this industry. Researcher observed that there are certain failures in this context so, it's better to focus on this arena. It is obvious that, the restaurant industry in Sri Lanka faces number of problems during these days because of the high competition after ending the local ethnic war. Particularly, the new trend in restaurants such as, technological changes, the restaurants need to adapt to these changes particularly, technological advancement to satisfy their customers. The problems faced by the restaurants become the incompatibility of facilities that cannot meet the customer expectations so, this very useful study and find how well customers are perceived regarding quality and value provided by restaurants.

In accompanied with these customers how well shown their concern on placing complaint action and further, this study show their interest to point out many recommendations to restaurant people. Findings which are derived from respondent's shows that, there is few numbers willing to complaint formally, others are not. In the view of restaurant owners not know the real expectation of the customers. Present peace situation stimulates foreign investments in these sectors feasible. But, since many of restaurants not established any compliant mechanism, this is a serious issue.

Further, restaurant people not adapt to changes in this real world. But when the tendency shows that, no of restaurant in Batticaloa dramatically increase these days. Finally we suggest that, customers and owners not ready to think about future, this may turn into serious issues in this industry. I hope that, this study will give good outcome to respective stakeholders.

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