

**LEVEL OF SERVICE QUALITY AND CUSTOMER  
SATISFACTION IN COMMERCIAL CREDIT FINANCE PLC IN  
BATTICALOA DISTRICT**



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## ABSTRACT

The major aim of the research paper is to measure the levels of service quality and customer satisfaction in Commercial Credit Finance PLC. Primary data has been collected from the finance company customers in Batticaloa District. Simple random sampling method was used to obtain 150 responses from customers of finance services. Completed questionnaires were analyzed using SPSS tool package and the collected data were used to test the model using descriptive analysis. The result reveals that the important elements of service quality are tangibility, reliability, responsiveness, assurance and empathy where identified consequences customer satisfaction. The findings indicated that there is a high level of service quality provided in the particular finance company. All the indicators of service quality; tangibility, reliability, responsiveness, assurance and empathy are at high level in Commercial Credit Finance PLC in Batticaloa. From the findings, it is also implied that majority of the customers are highly satisfied with the service quality. Implications of this research and practice are discussed.

**Keywords:** Service quality, Customer satisfaction, Tangibility, Reliability, Responsiveness, Assurance, Empathy.