

**AFTER SALES SERVICE QUALITY AND CUSTOMER  
SATISFACTION: SPECIAL REFERENCE TO ABANS  
ELECTRICAL BRANCHES IN BADULLA DISTRICT**



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## ABSTRACT

Due to growing complexities in current business world, the relationship between a seller and a buyer usually never ends after the purchase transaction. Customers buy augmented products, expecting bundle of values that come with the product which will satisfy the buyer. Thus, integrating services into the core offerings in electrical industries has taken crucial role. Especially, after-sales service is considered a tool for enhancing customer liking toward particular brand. Thus marketers are enforced to highly concentrate on after sales services in order enhance customer satisfaction. Therefore this study aims to determine the factors affecting customer satisfaction in after-sales service quality. It helps to extend the understanding on the factors that influence towards customers' satisfaction and also it will be as an important element in retaining a profitable business relationship with the customer.

The descriptive survey design and Cross sectional analyses were used to analyses the data. The data was collected under the stratified random sampling method among 210 Abans customer of Badulla district. Require customer response gathered through the standard structured questionnaire. For the analysis part, the descriptive statistics, correlation and regression analysis were used to analyze the data. The results revealed that after sales service has positive significant impact on customer satisfaction. Furthermore among the three independent variable delivery service, installation service, warranty service we can identify warranty service has highly positive impact among three. Therefor marketer should concentrate more on improving the warranty service quality in order to ensure higher level of customer satisfaction.

**Keywords:** After Sales Service, Delivery, Installation, Warranty, Customer Satisfaction

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