

**THE IMPACT OF SERVICE QUALITY ON BRAND EQUITY WITH
SPECIAL REFERENCE TO LEASING COMPANIES IN
POLONNARUWA DISTRICT**

THUDUGALAGE DON PRADEEP CHAMARA



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**Department of Management
Faculty of Commerce and Management
Eastern University, Sri Lanka**

Abstract

Service Quality is assumed to be instrumental not only in creating consumer-based brand equity but also in establishing positive attitude toward the service provider. This research attempts to investigate the process behind and the extent to which customers' perceptions on service quality dimensions impact the consumer-based brand equity of leasing industry in Polonnaruwa district. The main objective of this study was to investigate the impact of service quality on brand equity with special reference to leasing industry in Polonnaruwa district. The study was calculated under the stratified random sampling method among the 200 customers of leasing product uses in Polonnaruwa district through the structured questioners. The collected data analyzed through univariate and bivariate analysis. Furthermore univariate analysis included descriptive analysis and bivariate analysis included correlation and regression analysis. Research findings shows under that correlation analysis there is a positive and significant relationship between service quality and brand equity. And also regression analysis dimensions of responsiveness and assurance have positive significant impact on brand equity rather than other dimensions. This study confirmed that service quality leads towards increase of brand equity. The results of this study useful for leasing industry. This study contributes to overcome the problems of service quality in leasing industry and given a fair idea that brand equity can be achieved through service quality.

Key words: Service quality, Brand equity, Tangibility, Reliability, Responsiveness, Assurance, Empathy, Brand awareness, Brand association, Perceived quality and Brand loyalty.

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