

**IMPACT OF SERVICE QUALITY ON USE OF
TELECOMMUNICATION TECHNOLOGY – WITH SPECIAL
REFERENCE TO TELECOMMUNICATION SECTOR IN
BATTICALOA DISTRICT**



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ABSTRACT

Real success of service providers is depending on retain customers for a long time. Service providers have to provide high quality of service. If customers are not satisfy with quality of service they have many alternatives to switch. Therefore, the aim of this study is to find out the impact of service quality on use of telecommunication technology in Manmunai North Divisional Secretariat area, Batticaloa.

Using a modified Technology Acceptance Model (TAM) as a research framework, a sample of 200 telecommunication technology users from Sri Lanka Telecom (SLT), Dialog, Mobitel and Airtel based on convenience sampling method were surveyed on their responses to four constructs hypothesized to explain their service experience and intention to use telecommunication technology by using structured questionnaire. The telecommunication technologies such as telephone connection, broadband connection, television network and 3G, 3.5 G and 4G networks are consider for this study. Data were analyzed using univariate and bivariate analysis techniques in order to find out the results of study objectives.

The study findings show that there is a positive relationship among service quality, perceived usefulness and intention to use telecommunication technology. Further, service quality and perceived usefulness are significantly and positively impact on intention to use telecommunication technology. Based on the analyses of dimensions of service quality that reliability, assurance, responsiveness have highest impact on intention to use followed by tangible and empathy. And, perceived usefulness is partially mediate the relationship between service quality and intention to use. Further, 57.5% of variance in intention to use is explained by service quality and perceived usefulness.

Implications of the findings for telecommunication sector were also discussed. Further the ways to improve service quality for each telecommunication technology which are chosen for the study are recommended.

Keywords: *Technology acceptance model (TAM), Telecommunication Technology, Intention to Use, Service Quality, Perceived Usefulness.*

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