

The Variance in Service Quality & Its Impact on Customer Satisfaction in the Clothing Retail Industry of Sri Lanka

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The Textile Industry in Srilanka and even in the world is very competitive due to the large number of players with different strategies, innovations etc. so service quality is very much important in textile industry to compete with rivals. According to the Census and Statistics Department, Textile industry comes under wholesaler and retailer trade and therefore service quality of the textile industry is important for textile store in order to achieve sustainable growth via achieving customer satisfaction. When it comes to the service quality and customer satisfaction there can be a gap of positive, negative or neutral. Researcher measured those gaps by using Servqual model using selected textile stores such as Nolimit, House of Fashion, ODEL.

Researcher has chosen 120 respondents in Gampaha district to collect data and used SPSS data analysing package to test the developed hypotheses. The findings indicated that Service quality of the Textile store is one of the important factor to achieve its long term vision, mission, goals and objective in sustainable manner.

Keywords : Textile Industry, Service Quality, Customer Satisfaction