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DIMENSIONALITY OF SERVQUAL: A CASE STUDY IN SRI LANKAN VETERINARY HOSPITAL

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ABSTRACT

Sri Lanka is a gifted country with precious natural resources and strong cultural heritage which nurtured mainly by Buddhist philosophy. However, globalization by technology, liberalization of economy associated with economic growth and rapid urbanization made greater demand for veterinary healthcare which leads to high competition among veterinary healthcare providers. The most important competitive edge associates with delighting customers by offering an unimaginable service quality. Furthermore, there's a vacuumed space in literature regarding measuring service quality and relationship between service quality and customer satisfaction in Sri Lankan veterinary healthcare. Therefore, purpose of this study was threefold. They were to examine dimensionality of SERVQUAL, confirm service quality model and determine relationship between service quality dimensions and customer satisfaction. This study carried out at Out Patient Department (OPD), of Sri Lankan Veterinary Hospital. The sampling technique was systematic random sampling and selected sample size was two hundred respondents. Data collection done by administering questionnaire just after experiencing service delivery. Data analysis done by Exploratory Factor Analysis, reliability test, tests for convergent and discriminant validity, unidimensionality, followed by Confirmatory Factor Analysis. From the results of earlier tests, researchers were able to confirm model with goodness- of-fit with only four dimensions. Namely, empathy, assurance, reliability and assurance. According to confirmed model, researchers were able to formulate hypotheses and further analysis by multiple regression analysis revealed all four hypotheses were acceptable. Finally, researchers conclude, empathy, reliability, assurance and tangible dimensions of SERVQUAL has positive impact on customer satisfaction in Sri Lankan Veterinary Hospital. The most important dimension for customer satisfaction was empathy and followed by assurance.

Keywords: customer satisfaction, dimensions of service quality, veterinary healthcare, Sri Lanka