

6.7 Customer Satisfaction towards Services Quality of Sri Lankan Supermarkets: An Empirical Study

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ABSTRACT

Services quality is considered as a key dimension of customer satisfaction. In supermarkets, it is a basic retailing strategy which is practiced in all over the world. Sri Lankan supermarkets also try to enhance the services quality since it assists in both retention and expansion of existing customer base.

The main objective of this study was to figure out the customer satisfaction towards services quality of supermarkets in Sri Lanka. Further it was aimed to identify the retailing strategies used by Sri Lankan supermarkets to improve the services quality.

This study based on both primary and secondary data. The primary data were collected from the sample survey that was carried out by using structured questionnaire for 50 customers in Gampaha districts. Simultaneously unstructured discussions were also made to identify the attitude of supermarkets' employees towards the service quality. Descriptive statistical methods such as percentages, frequency counts and mean scores were used to analyze the data.

The findings revealed that there is a significant impact of service quality on customer satisfaction in Sri Lankan supermarkets and more than 80% of respondents were in the view that they select supermarket outlets because of the service quality and the convenience of selecting varieties of products.

Key words:- customer satisfaction, services quality, super markets, retailing strategies, retention and expansion