

The Role of Service Quality on Customer Repurchase Intention of Fast Foods by Examining the Mediation of Customer Satisfaction

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The fast-food industry in Sri Lanka, particularly in the Western Province, has experienced remarkable growth over recent years. Franchised fast-food restaurants are becoming a dominant segment in this rapidly evolving market. This competitive environment necessitates that businesses prioritize exceptional service quality to ensure customer satisfaction and increase repurchase intentions. The primary objective of this study is to examine the role of service quality in influencing consumer repurchase intentions, with a particular focus on franchised fast food restaurants in the Western Province of Sri Lanka.

This study was conducted using a quantitative research design and relied on collecting primary data through survey administration of a pre-set questionnaire to 400 respondents through a convenience sampling method. Data analysis was performed by IBM SPSS Statistics and involved describing the demographics of respondents along with key variables.

The study's findings underscore the significant and positive impact of all five dimensions of the DINESERV model on customer satisfaction. Among these, tangibility and reliability emerged as the most critical dimensions influencing customer perceptions of service quality. Additionally, customer satisfaction was found to strongly mediate the relationship between service quality and repurchase intentions. These results align with previous studies while also offering new insights specific to the Sri Lankan fast-food context, particularly in the franchised restaurant segment.

Keywords: *Service Quality, Customer Satisfaction, Repurchase Intentions, Franchised Fast-Food Restaurants, Sri Lanka*