

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER LOYALTY IN TELECOMMUNICATION INDUSTRY SRI LANKA

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Abstract

The main objective for the study is to assess how the customer satisfaction influences the customer loyalty. Services are rapidly growing into a major contributor to the Sri Lankan as well as the world economy, providing an ever increasing proportion to their GDPs. In this no exaggeration, then to say, that will be the key to long term economic success. As such as, it is essential stage to study why customers switch service providers. The purpose of this study is to find out why customers switch producers in telecommunication industry in Sri Lanka. The objective of this study is to find out how the variable service quality will lead to customers switching. Telecommunication industry is one of the fastest growing sectors in Sri Lankan Service industry. There are five major industries available in targeted areas. Primary data will be hoped to be collected from the customers through well designed questionnaires. Also focus group discussion and some of the interviews take place to justify the findings. Targeted area is Gampaha district and sample size is 300 questionnaires. Interview and focus group discussion have taken place to find out the influences on purchasing. Hypothesis has been formed as perceived higher level of service quality negatively correlated switching behavior. Collected data will be analyzed by quantitative techniques and MS Excel sheet used for interpretation.

Key words: Service quality, switching, telecommunication, Pricing, Brand image, Customer satisfaction, Customer loyalty, Mobile Phone.