

## Relationship between service quality and customer satisfaction in fast food restaurants in Anuradhapura urban area

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### Abstract

Relationship between service quality and customer satisfaction in fast food restaurant sector has been identified as a significant research area in literature. Most of customers expect high quality service same as the food quality and other factors which relates to their total satisfaction. Customer satisfaction has identified as the most significant determinant on the survival of any organization specially the service sector. Considering this issue, researchers intended to find out the relationship between service quality and customer satisfaction in fast food restaurant sector in Anuradhapura urban area in Sri Lanka. A deductive approach was applied with cross sectional method. Population of the study was all the fast food restaurant customers at Anuradhapura urban area. The sample was selected based on the convenience sampling method and 100 customers were selected from four main fast food restaurants located in Anuradhapura urban area. Service quality was measured in terms of DINESERV attributers with five dimensions relate to the restaurant industry which are similar to the SERVQUAL model of Parasuraman; tangibility, reliability, assurance, responsiveness and empathy. Data analysis was performed by using SPSS 20.0 version. Descriptive and inferential statistics were used as data analyze tools. the results of correlation analysis indicate that tangibility, reliability, responsiveness, assurance and empathy are positively and significantly correlated with customer satisfaction. Thus, there is a positive and significant relationship between service quality and customer satisfaction in this sector. As per the regression analysis, responsiveness was the most significant factor that effect on determining customer satisfaction in fast food restaurant sector. Researchers recommend that service providers should thoroughly think about the quality of their service considering all service quality dimensions giving special attention to the service responsiveness to provide excellence service in the fast food restaurant industry.

**Keywords:** *Customer satisfaction, fast food restaurants, service quality.*