Service Quality and Servicescape as Strategies for Customer Satisfaction and Customer Loyalty in Supermarkets: A Case study in Jaffna District

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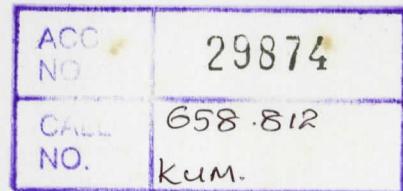
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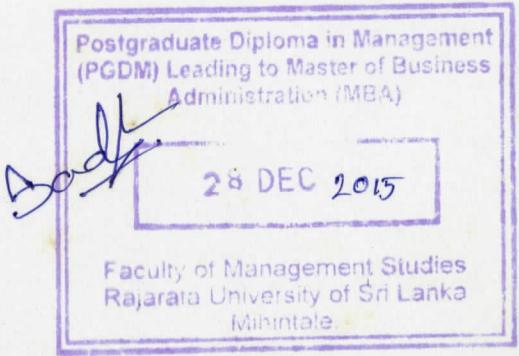
Abstract

The topic of the research is Service Quality and Servicescape as Strategies for Customer Satisfaction and Customer Loyalty in Super Markets: case in Jaffna District. Main problem of the study is whether super market officials satisfy their customers by the adopted strategies in the Jaffna District. This study would helpful to find the impact and the relationship among the factors such as Service Quality, ServiceScape, Customer Satisfaction and Customer Loyalty in Super Market sector. Service Quality and Servicescape as Service Strategies as Major Variables (Independent variable) and Customer Loyalty as Dependent Variable and Customer Satisfaction as mediating variable as the model in this study. The type of the study is deductive and quantitative approach is used to find out the casual relationship among the variable in selected area. The population of the study is eight super market. As sample only three (03) super markets considered and 240 respondents selected as random sampling method. Questionnaires were given equally allocated in each supermarket. Eighty questionnaires per each supermarket and only 218 questionnaires were taken to analysis. Correlation was used to find out the relationship among the variable and Regression analysis was used to predict the impact among the variables. ANOVA was used to compare all three supermarkets once and find out the best supermarket. A well-known statistical package 'Statistical Package for Social Sciences' (SPSS) 20.0 version was used in order to analyze the data. Findings of the study are, there was a positive relationship among Service Quality, Servicescape and Customer Satisfaction, there was a positive relationship among Service Quality, Servicescape and Customer loyalty, Service quality and Servicescape have impact on Customer Satisfaction and Service Quality and Servicescape have impact on Customer Loyalty. The analysis was carried out using a sample of 240 customers in Jaffna District and only 218 were taken to analyze. As this may not represent the whole population of the Jaffna District during the period, there may be a scope for future research.

Table of Contents

CHAPTER 01: INTRODUCTION

CHAPTER 02: LITERTURE REVIEW

CHAPTER 03: RESERACH METHODOLOGY

CHAPTER FOUR 04: DATA PRESENTATION AND ANALYSIS

CHAPTER 05 CONCLUSION AND RECOMMENDATION

List of References

Appendices