



CERTIFICATION

“Customer Satisfaction” and “Service Quality” of Internet Service with Special Reference to Sri Lanka Telecom.

By

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ABSTRACT

Customer satisfaction is key to any business success and it can be achieved by exactly understanding customer needs and wants. Successful marketing requires that managers understand how customers relationship with an organization change over time.

This study empirically investigated two variables, which could influence on Sri Lanka Telecom Customer satisfaction. The independent variables were customer satisfaction and the Service Quality. The research model is conceptualized as that there are positive relationship between Service Quality and its sub attributes namely, Reliability, Access, Security, Credibility, Understanding the Customer, Responsiveness, Competence, Courtesy and Communication. And also there are positive relationship between Customer satisfaction and its sub attributes namely Expectation, Perceived Quality, Perceived Value, Customer Satisfaction, Complaints and Loyalty.

The study was conducted using a sample of one hundred and fifty three executive level corporate customers in Colombo Metropolitan area. The data was collected through a structured questionnaire distributed by hand delivery method and E-mail method and analyzed using the software SPSS version 11.0. The data analyses included the univariate (descriptive), bivariate

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analyses. The frequency distribution analysis was done for all variables as the descriptive analyses. The bivariate analyses included the simple correlation and simple regression analyses.

The results of correlation analysis indicated that Customer Satisfaction was positively related with it's sub attributes and also Service Quality was positively related with it's sub attributes.

The conclusion of the study was that Customer Satisfaction and Service Quality were significant factor of Internet Customer satisfaction of Sri Lanka Telecom.

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