

**THE IMPACT OF SERVICE QUALITY ON
CUSTOMERS' BEHAVIORAL INTENTIONS
(WITH REFERENCE TO COMMERCIAL BANKS IN
BADULLA URBAN AREA)**

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Abstract

The purpose of this study is to investigate the relationship between the perceived service quality and behavioral intention based on SERVQUAL and multidimensional model of behavioral intention in commercial banks. The findings indicated that if banks try to concentrate more on their service quality, it causes to increase the customers' overall behavioral intentions. Therefore the study is concluded that there is positive relationship between service quality and behavioral intention.

For the selection of sample convenience method is used to select the respondents from nine commercial banks in Badulla urban area. Univariate analysis is used to analyze the demographic and existing situation of the service quality. The service quality variables of responsiveness, reliability and assurance dimensions play an important role in predicting Customer behavioral intention which is identified using multiple regression analysis. Investigating the influence of service quality variables on multidimensional model of customers' behavioral intention will be helped to measure, control and improve customer perception of service quality in banks. Hence, this relational impact should be a central concern for bank managers as well as for service management academics and practitioners.

Keywords: *SERVQUAL model, Behavioral Intention, commercial banks.*