

## **ABSTRACT**

The ultimate purpose of this research study is to examine the influence of service quality on re-patronage intention of customers through customer satisfaction in unregistered restaurants in Arugam bay tourist area. Both primary and secondary data was gathered in finding the ripostes for research objectives. The primary data was gathered to bridge the research gap in the existing literature. Primary data has been gathered through questionnaires which were distributed among the selected restaurants which established in Arugam Bay tourist area while secondary data was gathered form the existing research articles. The study examines the influence of the service quality on re-patronage intention through customer satisfaction and the study proposed four major hypotheses (1) there is a relationship between service quality and re-patronage intention, (2) there is a relationship between service quality and customer satisfaction, (3) there is a relationship between customer satisfaction and re-patronage intention and (4) there is a relationship between service quality and re-patronage intention through customer satisfaction. The sample population consisting of customers from unregistered restaurants in Arugam Bay tourist area. 150 customers completed the survey. Structural Equation Modeling and descriptive statistics were used to test study hypotheses. Data analysis was carried through SmartPLS and IBM SPSS software packages. The results revealed that there is significant and positive relationship with all the hypotheses. The findings are expected to help the owners and restaurant managers of restaurants in Arugam Bay tourist area to address the gaps (customers' perceived service quality and actual quality of service in restaurants) and improve satisfaction level as well as customer re-patronage intention to the restaurants, thereby bringing about repeat business and improving profits margin as well as market share in tourism and hospitality service industry in Sri Lanka.

Key words: Service Quality, Customer Satisfaction, Re-Patronage Intention, Unregistered Restaurants, Structural Equation Modelling, SmartPLS