



**The Impact of Perceived Service Customization on
Building Customer Loyalty With Mediating Effect of
Trust and Perceived Effective Communication**
(With Special Reference To Automobile Maintenance Service Sector
In Sri Lanka)

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ABSTRACT

Lack of knowledge of service customization is one of the main problems of service industry such as automobile maintenance service sector. Most of the customization responsibility falls under the shoulders of the front line employees and responsible for handle customers in the long term by providing trust and effective communication in between service organization and customers. The wayside service repair center employees do not have both professionals and academics adopt service customization as a potentially strong management tool, it is not well understood its effect on customer interactions as well as contingencies for its efficient implementation. Over the past decade, loyalty has become a key marketing construct, especially in customer relationship management in the field of the service sector. The research study has been conducted to bridge this gap existing in literature and society. The research is conducted under the quantitative method where data from 312 respondent (Customers) were collected through the questionnaire. The data analysis was conducted through smart PLS, SPSS software's and done factor analysis. The outcome from the study was the reduction of the 32 items to 26 scale items with 0.858 total α score. The main research findings include there is a positive significant relationship between perceived service customization on customer loyalty with partially mediate the relationship with trust and perceived effective communication. The main research limitations are the sample only consists with the western province, cross-sectional analysis with limited time and it's recommended for future research to expand the sample and concern more on mixed method and qualitative techniques with service provider side. There is less amount in literature in the area this will be a contribution to literature. Top managers, AETI, the policy makes would be beneficial with regard to managerial implication side. The future research is suggested to explore other underpinning virtues with customer loyalty with service customization and conducting more practical things with future mechanisms and it would be caused to gain loyal customers in the long run.

Keywords: *Perceived service customization, Customer Loyalty, Customer Trust, Perceived effective Communication, Automobile maintenance service Sector in Sri Lanka.*