

DECLARATION

**IMPACT OF SERVICE QUALITY TO THE
CUSTOMER SATISFACTION**

(With special reference to Micro financial industry in Matara District)

**This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
Business management in entrepreneurship and management**



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ABSTRACT

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Service quality and customer satisfaction are very important concepts which leads to higher customer satisfaction, profitability, reduced cost, customer loyalty and retention. The main purpose of this, describe how clients perceive service quality and whether they are satisfied with services offered by the Micro financial Providers in Matara District. The population of this study consists of clients of Micro financial providers in Matara District and Hakmana divisional secretary was selected by using cluster sampling techniques. From each branch 7 clients were selected as sample. In order to achieve the aims both primary and secondary sources of data were used. A questionnaire was developed from service quality factors named Efficiency, Price, Courtesy, Accessibility, and Recovery. Correlation and multiple regressions were used to investigate the relationship between dependent and independent variables. The correlation results indicate that there is positive correlation between the overall service quality and customer satisfaction. The research proves that efficiency plays the most important role in customer satisfaction level. Courtesy, accessibility, Recovery have positive relationship and have significant effect on customer satisfaction. Price has negative relationship but it has no significant effect on customer satisfaction.

Key words: Service Quality, Customer Satisfaction, Micro Finance