

SERVICE QUALITY AND CUSTOMERS SATISFACTION OF LEASING SERVICE



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ABSTRACT

Service quality and customer satisfaction are very important concepts that companies must understand if they want to remain competitive and grow. In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage. Customer satisfaction does have a positive effect on an organization's profitability. The study investigates the impact of service quality on satisfaction by focusing on the relationship between service quality and customer satisfaction and how quality can be improved in the service firm.

The main objective of this study is to measure the level of service quality and customer satisfaction & its impact, of leasing service in people's leasing and finance PLC in Mannar District. Primary data has been collected from the customers of people's leasing and finance PLC in Mannar District. Convenient sampling method was used to obtain 150 respondent from the customers of leasing service. Questionnaires were analysed using Spss19 tool package and collected data were used to test the model using descriptive analysis. The result reveals the important elements of service quality are tangibility, reliability, responsiveness, assurance and empathy where identified significances to customers satisfaction. The findings indicated that there is moderate level of service quality in people's leasing and finance PLC in Mannar. Three dimensions of service quality that tangibility, responsiveness and assurance are at high level, other two dimensions that empathy and reliability are at low and moderate level respectively. At the same time all the dimensions of customer satisfaction personnel, product, image, service and access are in moderate level of leasing service in people's leasing and finance PLC in Mannar District from the findings. However dimensions of service quality are positively and significantly correlated with customers satisfaction. Lastly, the regression analysis between service quality and customers satisfaction indicated that 29.9% of total variance of customers satisfaction was explained by service quality. In conclusion, it is observed that service quality has the influence on customers satisfaction. This shows that people's leasing and finance PLC need to develop its service quality to increase the satisfaction among the customers in Mannar District.

Key words: Tangibility, Reliability, Responsiveness, Assurance, Empathy, personnel, image, product, service, and Access.

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