THE IMPACT OF SERVICE QUALITY ON CUSTOMER LOYALTY
A CASE OF SRI LANKAN FAST-FOOD FRANCHISES

Anjula Perera[1], Jayani Fernando[2], Timani Manimendra[3]
Dulan Herath[4], Krishantha Wisenthige[5], Nipunee Jayasuriya[6]
SLIIT Business School, Sri Lanka

bm19564746@my.sliit.lk SLIIT Business School, Sri Lanka [1]

Abstract

During the decade, international fast-food franchises have shown remarkable growth in the Sri Lankan market. Customers are now increasingly focusing on quality as a key factor in making their purchase decisions, and food franchises need to focus on providing high-quality service to maximize customer satisfaction to develop loyalty. Quality of service can be understood as the comprehensive customer loyalty to a particular service and the extent to which it meets their expectations and provides satisfaction. This study's aim is to examine how service quality impacts customer loyalty in the context of an international fast-food franchise in Sri Lanka. The sampling method of the study is the convenience sampling method. The primary data collected from 394 respondents were analyzed using the method of Structural Equation Modelling (SEM). The study finds that service quality is significantly impacts customer loyalty. This study reveals that service quality dimensions such as reliability, tangibility, customer trust, and brand image impacts on customer satisfaction and customer loyalty. These findings emphasize the importance of providing high-quality service to enhance customer satisfaction and loyalty and may inform the development of effective strategies for international fast-food franchises operating in Sri Lanka. The results of this research provide valuable insights into the impact of service quality on customer loyalty in the fast-food industry in Sri Lanka.

Key words: Reliability, Tangibility, Customer loyalty, Brand image, Customer trust

Introduction

In today's competitive business environment, providing high-quality service is critical for customer retention while achieving long-term growth (Quoquab et al., 2019). The service industry plays a crucial role in the Sri Lankan economy, and fast-food franchises are a significant part of this industry. Providing high-quality service is essential for the success of any fast-food franchise, and customer loyalty is one of the critical outcomes of offering good service quality. Previous studies (Park, 2023) have demonstrated the importance of these dimensions in the fast-food industry and the positive impact they have on customer loyalty.

Customer loyalty is critical for the success of any fast-food franchise as it leads to repeat customers and positive word-of-mouth recommendations (Saleem, 2014). The main objective of this study is to investigate the impact of service quality on customer loyalty in fast-food franchises in Sri Lanka. Finds key determinants that affect customer loyalty by analyzing several aspects of the service quality dimension, such as reliability, tangibility, customer trust, and brand image.

Despite the importance of customer loyalty, studies on service quality dimensions have been conducted in the hotel industry (Kumar & Gautam, 2021). Existing studies have mainly focused on service quality in general or on customer loyalty in other industries, neglecting the unique context of the international fast-food industry in Sri Lanka. Previous research in international fast-food franchises has not utilized the potential mediating role of customer satisfaction, which have utilized simple multiple-linear regression methods (Danish & Shakir, 2018) and Structural Equation Modelling (SEM). This study contributing in filling the research gap by providing insight into the critical factors that influence customer loyalty in the Sri Lankan fast-food industry.

In conclusion, a key element in the long-term profitability and success of fast-food franchises in Sri Lanka is customer loyalty and the current study indicates customer satisfaction acts as a mediating variable and that reliability, tangibility, customer trust, and brand image are key variables of service quality that significantly impact fast-food franchises in Sri Lanka. By prioritizing these factors, franchises can build stronger relationships with customers, increase their market share, and achieve their goals in competitive fast-food franchises.

Literature Review

The quality of fast-food franchises is among its most important aspect in expanding and sustaining the dynamic market of Sri Lanka to serve as the main strategy for attracting more customers. In this specific context, two out of five dimensions of the SERVQUAL model have been used to analyze the reliability and tangibility variables.

Customer satisfaction

According to (Nguyen et al., 2018) customer satisfaction is the rating of the consumer's whole experience; in order to ensure long-term business retention, having solid customer satisfaction is essential (Mai & Cuong, 2021). Customer satisfaction is a dynamic, forward-thinking process; a satisfied and contented customer is likely to become one that will spread good word of mouth. Fast-food franchisers need to work hard on some factors such as price, appearance, and quality service to improve customer satisfaction (Iglesias, Markovic, Bagherzadeh, & Singh, 2018) and (van Tonder & Petzer, 2018). In addition, (Mendocilla et al., 2021) state that customer satisfaction has a positive impact on customer loyalty in relation to the restaurant industry. The degree to which customers indicate favorable intentions of loyalty or return affects the operational and financial performance of businesses.

Reliability

Reliability is the ability to consistently meet expectations (Chen et al., 2018), regardless of the customers that the business is serving to, business need to ensure that customers are treated the same each time they interact with the business. Examples of reliability include how a corporation manages customer service concerns, provides services right the first time, delivers services on schedule, and maintains an error-free record (Agyei et al., 2020).
Consistency in keeping promises over time develops reliability. Reliability is the level of trust that customers have in an organization (Zia, 2020). If service providers keep their promises, reliability increases, and customer confidence in the service provider increases because the provider's performance is gradually improving and consistently exceeding customer expectations. Employee attitudes with a reliability component lead to customer satisfaction (Matthews & Mokoena, 2020), which states that there is a strong association between reliability and customer satisfaction; therefore, reliability is one of the factors that determine service quality for customer satisfaction.

Tangibility

Physical appearance, equipment, communication tools, and staff members are important factors of tangibility. Consumers are visual beings, and what they see, feel, and smell has an impression on the product or satisfaction with the service (Alexiev et al., 2018). Service elements like maintenance, warranties, and technical assistance are frequently offered by manufacturing companies. Such businesses can be categorized as physical or intangible, depending on how prominent services are in the total offering (Nyabundi et al., 2021).

Customer satisfaction and its measurements place a crucial role in any business or service provider that strives to gain and strengthen a competitive advantage (Chen et al., 2022). Among these criteria, tangibility has a strong effect on customer satisfaction. That means franchises lead to delight their customers by improving capacity and tangibility. Finally, switching costs and customer loyalty are strongly and favorably correlated. It implies that consumers will favor one if switching to the other becomes more difficult (Giao & Vuong, 2021). States that tangibility is considered one of the most important dimensions in the context of service quality, which impacts customer loyalty. The customer gives prior importance to tangibility, as the products (mainly food items) provided by the fast-food franchise are mostly of a tangible nature. According to (Nyabundi et al., 2021) tangibility has a significant impact on customer satisfaction. Tangible services serve as a critical path to success for services and industries.

Customer Loyalty

The loyalty of customers describes the ongoing relationship with customers (Suchánek & Králová, 2019). It is the customer's willingness to interact with you and buy more from you than your competitors. Although client pleasure is crucial to the success of the company, it cannot grow the company by itself. Customer loyalty helps businesses succeed and develop, and it also follows naturally from customer satisfaction (Pakurár et al., 2019).

Loyal customers persuade others to make purchases from the same outlet and make you to reconsider your decision to purchase other services (Giao & Tuan, 2021). Customer loyalty, which is a direct result of customer happiness, is what drives profit and growth. Customers' experiences with the services received have an impact on their level of satisfaction.

Furthermore, customer loyalty was indicated as the habit of being loyal to the same vendors when purchasing products or services. (Zhong & Moon, 2020) state that customer satisfaction fully mediates with customer loyalty. Thus, increased loyalty results in a consumer who is more knowledgeable about the product confirming the link between consumer loyalty and satisfaction, showing that loyalty depends on satisfaction resulting direct positive relationship between loyalty and satisfaction (Alexiev et al., 2018). Additionally, numerous studies have discovered a positive relationship between customer loyalty, satisfaction, and trust. Service quality significantly affects customer loyalty. Moreover, service quality was found to be a key factor in determining customers' perceptions of value, satisfaction, and loyalty (Giao & Vuong, 2021).

Customer Trust

Trust is considered to reduce risk, thereby enhancing the commitment of customers to service providers (van Tonder & Petzer, 2018). Trust has been described as the belief that the other party will act or perform in a socially responsible manner and thereby meet the expectations of the trusting party without taking any of its own risks. Customer trust in organizations leads to enhance the business performance and when the organization provides its services and satisfies the customer, it can create a positive image in the customer's mind. Once customer trust is developed, the customer remains loyal to the franchise (Aini, 2019).

Generally, customer trust is enhanced when a trusted branded product is placed in a trustworthy environment and sold by an admirable person. Customer confidence in results increases customer loyalty (Chen et al., 2022). When the customer has confidence in the services and a company's products and then points towards its loyalty, there are several criteria that determine customer loyalty. However, trust is crucial in determining the role of customer loyalty (Gu, 2023), which illustrates that customer trust has a positive effect on customer loyalty. If customers have a positive perception of trust, this will help businesses and their customers understand each other better. A customer's trust in a service provider indicates that they have faith in them.

Brand Image

Customer perception of a brand is known as brand image (Li, 2022). It includes the symbol, design lettering, unique colors, and the consumer's impression of the brand of the product or service being offered. A brand is a combination of consumer perception and trust in brands (van Tonder & Petzer, 2018). This set of beliefs plays a vital role in the consumer's purchasing decision process when they are looking for an alternative brand. Individual preferences and opinions about the brand are intimately tied to the brand image. It can be characterized as how consumers perceive a brand (Agyei et al., 2020).

Additionally, a distinct brand image helped consumers understand brand criteria and distinguish the company from competitors. Brand image is the consumer's viewpoint that affects whether they choose to buy a product. According to (Shen & Ahmad, 2022) brand image influences customer loyalty since it helps the brand's reputation when a customer is satisfied.
(Abbas et al., 2021) state that brand image has an important impact on customer loyalty. If the brand image is positive, will this lead to consumer understanding of the company and brands. In terms of brand image, it shows the purpose of your activity and attracts buyers.

Methodology

Conceptual Framework

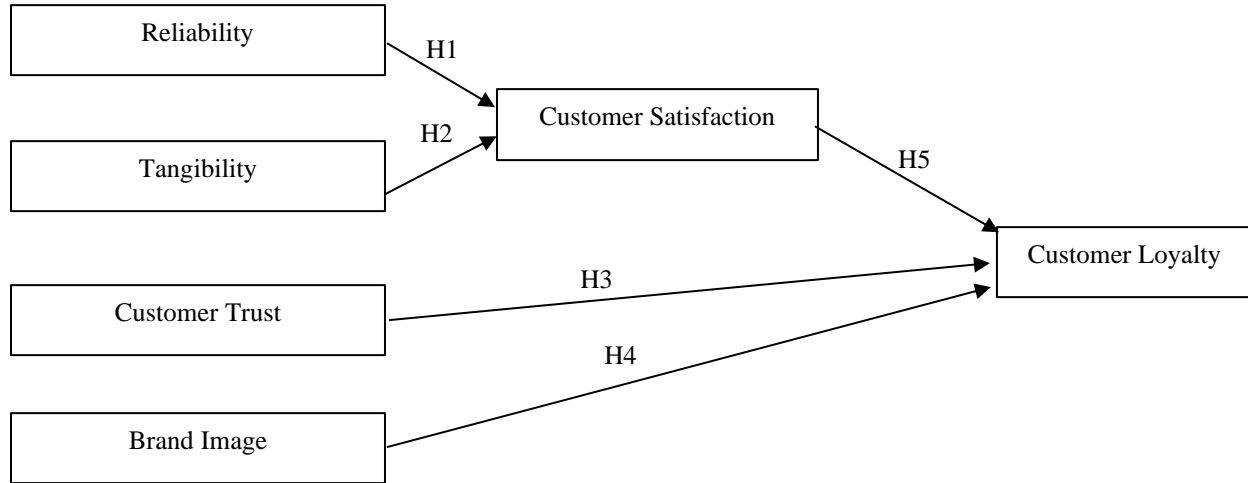*Figure 1: The Conceptual Model*

Source- Author's compilation

Hypotheses

This are the five hypothesis which we developed for our research study.

> *H1: The Reliability has a significant impact on Customer satisfaction*
>
> *H2: The Tangibility has a significant impact on Customer satisfaction*
>
> *H3: The Customer trust has a significant impact on Customer loyalty*
>
> *H4: The Brand image has a significant impact on Customer loyalty*
>
> *H5: The Customer satisfaction has a mediating impact on Customer loyalty*

This research study is falling under the category of quantitative research study. Fast food consumers from nine Sri Lankan provinces were surveyed using a self-administered survey questionnaire for this study. Some questions of the questionnaire were adapted from scales already used in previous studies in the literature. Using convenience sampling, questionnaires were distributed among 394 international fast-food consumers. The sample for the study will be based on the customers who consume fast food from international fast-food franchises in Sri Lanka. A survey was carried out empirically to gather primary data. The questionnaire was made available online to make it convenient for both the researcher and the participants. It was first developed in English and then translated into both Sinhala and Tamil. Before addressing the size of the sample, we ran a pilot study to ensure the questionnaire's applicability. In the study used structural equation modelling (SEM) to test the hypothesized model. The data analysis tool of the research is Amos software. The operationalized table, which includes variables and the measures derived from those variables, is shown below.

Table 1: Operationalization of Variables

Independent Variables	Definition of Variable	Measures	Source
Reliability	Ability to perform the promised service dependably and accurately.	• Comfort service • The speed of service • Accurate prices • Service as a promise	Quang Nguyen (2018)
Tangibility	Degree to which a product or services portrays its clear concrete	• Parking availability • Seating availability • Well-dressed staff members • Clean and comfortable dinning area.	Quang Nguyen (2018)
Customer Trust	That "trust is willingness to rely on the provider	• Safe environment • Friendly staff members	Hunt (2017)
Brand Image	Consumers perceptions and feelings about the brand, generally determine the cognitive, emotional and attitudinal outcomes regarding the brand.	• Known people • Easy to remember and locate. • Give a positive impression.	Iqbal (2021)
Dependent Variable	**Definition of Variable**	**Measures**	**Source**
Customer Loyalty	Deeply control commitment to rebuy or re-patronize popular product or service	• Affordable price • Food quality • Offers and Discounts • High customer service	Khan (2017)
Mediating Variable	**Definition of Variable**	**Measures**	**Source**
Customer Satisfaction	Impression that customer have followed a purchase	• Satisfied with dining experience • Enjoyable experience • Value worth price	Seto-Pamies (2018)

Source- Author's compilation

Results and Discussion

Demographic Characteristics

The results from the demographic characteristics of the respondents are shown in table 4.1 below.

Table 2: Demographic Factors

Variable	Item	Frequency	Percentage
Gender	Male	143	35.7%
	Female	249	64.3%
Age	Below 20 years	26	6.4%
	20-29 years	243	62.3%
	30-39 years	61	15.6%
	40-49 years	37	9.5%
	Above 50 years	25	6.2%
Province	Western	143	36.7%
	North-western	22	5.6%
	Central	64	16.4%
	Eastern	32	8.2%
	North Central	30	7.7%
	Northern	27	6.9%
	Sabaragamuwa	25	6.4%
	Uva	18	4.6%
	Southern	31	7.5%

Source: Authors' representation based on SPSS results

As per the table 1, 64.3 % are females, 62.3 % belongs to the age group of 20 to 29 years and majority, 36.7% from the western province.

Factor Analysis and Reliability

According to (Tarabieh, 2020), researchers typically employ factor analysis to examine how a set of variables is constructed or tests to lower the number of theoretically significant variables. Confirmatory Factor Analysis is used to look at the model of factors that are in the data set and the variables that describe each factor.

Cronbach's alpha reliability test results showed an alpha value of 0.967, which is above 0.7. Therefore, the questionnaire was considered reliable. KMO and Bartlett test was carried out to test the validity of the dataset.

Table 3: Reliability and Validity

	Cronbach's alpha value	N of items
Reliability	0.967	35
	KMO value	**N of items**
Validity	0.781	35

Source: Authors' representation based on SPSS results

According to the table 2, Cronbach alpha is 0.96 where all indicators are reliable and all the variables satisfy the validity criteria as well.

Measurement Model Assessment

Table 4 shows that all latent variables have a Cronbach's a higher than 0.7, which confirms that the scale reliabilities have adequate and stable measurement properties. Validity is assessed based on three main criteria, namely unidimensionality, convergent, and discriminant validity. An exploratory factor analysis can verify unidimensionality. For each construct, only the first eigenvalue is over one and thus, unidimensionality is confirmed and validated (Singh et al., 2021). Convergent and discriminant validity are components of a larger measurement concept known as construct validity (Fida et al., 2020). Convergent validity is shown when each measurement item is strongly correlated with its construct. It is usually satisfied by retaining variables whose loadings are greater than 0.5, indicating that they share sufficient variance with their related construct. Discriminant validity is satisfied when each measurement item is weakly correlated with all other constructs except with the one to which it is theoretically associated (Supriyanto et al., 2021). Table 4 shows the intercorrelation of the research constructs. The diagonal of this matrix represents the square root of the average variance extracted. For adequate discriminant validity, the diagonal elements should be significantly larger than the correlation of the specific construct with any of the other constructs and should be at least 0.5 (Fornell and Larcker, 1981). In our case, discriminant validity is confirmed and sufficient to support the model.

Baron and Kenny's method illustrates that the moderating variables can also be tested for the purpose of gaining new theoretical insights (Andersson et al., 2017). For instance, Hauff, Richter, and Tressin (2018) filled a research gap by investigating how national culture moderates the influence of different job characteristics on job satisfaction. In either case, strong theoretical support is required to justify the inclusion of a moderating variable in an existing or exploratory model. There must be theoretical arguments as to why the inclusion of certain moderators will result in a better explanation of the phenomenon under investigation (Andersson et al., 2014). It should not be done based on a "trial and error" approach, nor should it be designed to make the model complex, assuming that it would lead to a more significant contribution (be it for a Ph.D. research project or publication). We further recommend these references for an improved understanding of the use of moderating variables: Baron and Kenny (1986) and Aguinis et al. (2017).

Table 4: Model Fit

Name of Category	Name of index	Model	Comment
Absolute fit	RMSEA	0.062	The required level is achieved
Incremental fit	CFI	0.833	The required level is achieved
Parsimonious fit	Chi-sq./df	2.522	The required level is achieved

Source: Authors' representation based on AMOS results

In order to get the model to fit the proposed model, all fitting index criteria values should meet the critical value boundaries as shown in the above table. Afterwards, the fitting index criteria values were able to reach their required level (RMSEA = 0.062, CFI = 0.833, and Chi-sq./df = 2.522) as shown in the below model, and the model is good for further analysis.

Figure 2: Initial Model
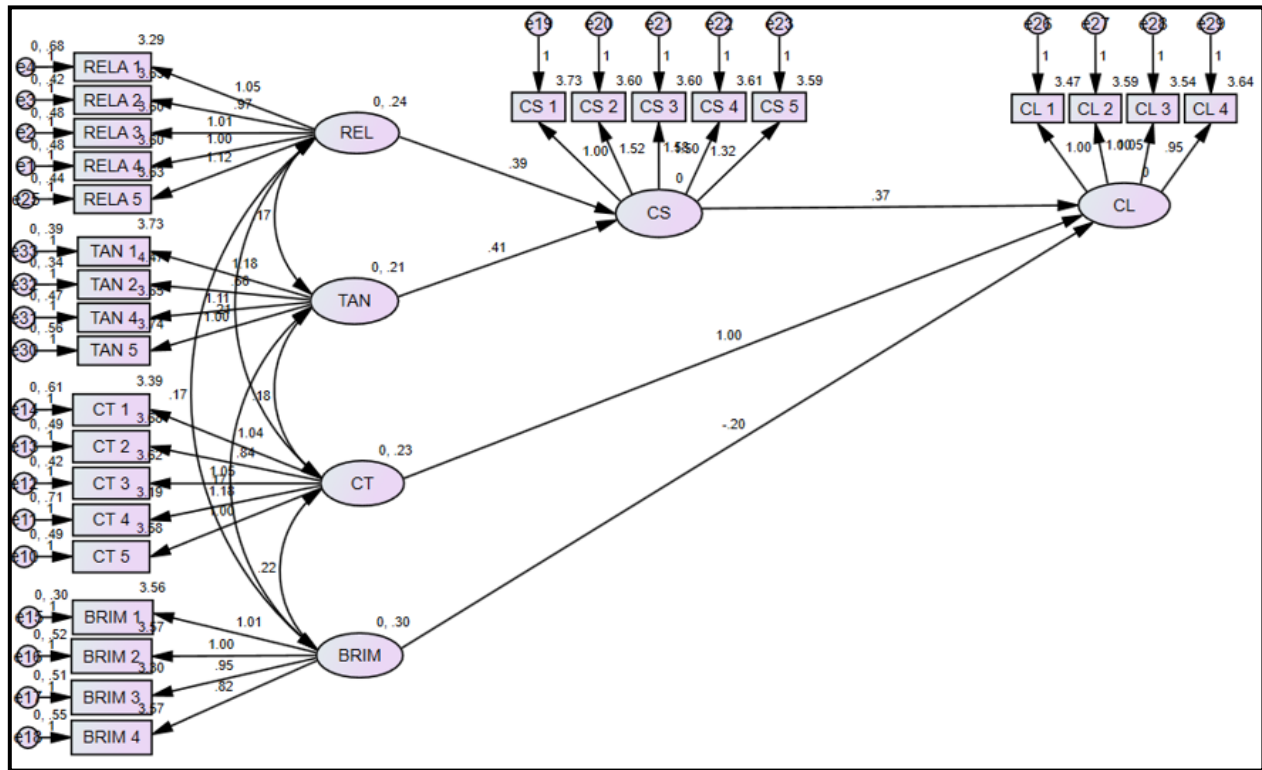
Source: Authors' illustration based on AMOS result

Table 5: Correlation between the Independent variables and the dependent variable

			R-value
RELA	⟶	CS	0.639
TAN	⟶	CS	0.597
CT	⟶	CL	0.499
BRIM	⟶	CL	0.544
CS	⟶	CL	0.668

Source: Authors' representation based on SPSS results

As per the above-mentioned table, reliability (RELA) indicated a strong positive correlation with customer satisfaction. Tangibility (TAN) recorded an r-Value of 0.597, indicating that TAN has a moderate positive correlation with customer satisfaction. Customer trust (CT) indicated a weak positive correlation with customer loyalty with an r-Value of 0.499. Brand image (BRIM) recorded an r-Value of 0.544, indicating that BRIM has a moderate positive correlation with customer loyalty. Finally, the variable customer satisfaction (CS) is also recoded to have a strong positive relationship with customer loyalty as its r-Value is 0.668.

Table 6: The regression weight for independent variables in predicting the dependent variable

			Estimate	S.E.	C.R.	P-Value	Results
RELA	⟶	Customer satisfaction	0.390	0.860	3.625	***	Significant
TAN	⟶	Customer satisfaction	0.410	0.107	4.012	***	Significant
CT	⟶	Customer loyalty	1.000	1.000	1.000	***	Significant
BRIM	⟶	Customer loyalty	-0.200	0.173	-1.263	0.206	Significant
CS	⟶	Customer loyalty	0.370	0.177	0.239	0.811	Not Significant

Source: Authors' representation based on AMOS results

Note: S.E - Standard Error of Estimate, C.R - Critical Ratio, P-Value - Significant Value, *** indicates highly significant at P<0.001

Table 7: Hypothesis Testing

Hypothesis statement of path analysis	Estimate	P-Value	Result of Hypothesis
H1: The reliability has a significant impact on customer satisfaction	0.390	***	Supported
H2: The tangibility has a significant impact on customer satisfaction	0.410	***	Supported
H3: The customer trust has a significant impact on customer loyalty	1.000	000	Supported
H4: The brand image has a significant impact on customer loyalty	-0.200	0.206	Supported
H5: The customer satisfaction has a mediating impact on customer loyalty	0.370	0.811	Not Supported

Source: Authors' representation based on AMOS results

The above table 6 presents the results of the hypothesis testing for this study. The research consisted of five hypotheses, and out of the five hypotheses, four hypotheses were supported while the other one hypothesis was not supported. When investigate the first hypothesis (H1: The reliability has a significant impact on customer satisfaction), the estimated value showed as 0.390 and it was significant at P<0.05. Therefore, this hypothesis was supported. The second hypothesis (H2: The tangibility has a significant impact on customer satisfaction) recorded an estimate value of 0.410 and it was significant at P<0.05. Hence, this hypothesis was supported as well. The third hypothesis (H3: The customer trust has a significant impact on customer loyalty) the estimated value depicted as 1.000 and it was significant at p<0.05. Therefore, this hypothesis was supported. The fourth hypothesis (H4: The brand image has a significant impact on customer loyalty) the estimated value depicted as -0.200 and it was significant at p<0.05. Therefore, this hypothesis supported. When investigate the final hypothesis (H5: The customer satisfaction has a mediating impact on customer loyalty) the estimated value was shown as 0.370 and it was not significant at p<0.05. Hence, this hypothesis was not supported.

This current research's contribution was to measure and test the link between reliability, tangibility, customer trust, brand image, customer satisfaction, and customer loyalty in a different circumstance compared with previous research. Most previous studies concentrated on these effects in various industries, and the current study demonstrated these effects in international fast-food franchises in Sri Lanka. The present study findings declared that the five hypotheses in the conceptual research model were supported.

The study results revealed that reliability had a positive impact on customer satisfaction. Reliability was a predictor of customer satisfaction. As mentioned in the earlier table 06, reliability and customer satisfaction have a weak positive relationship (0.639). When considering the impact between the two variables, the regression weight was recorded as (β=0.390) which is a significant point. As a result, the hypothesis (H1: Reliability has a significant impact on customer satisfaction) is supported. significant Similar to the current findings, there is a significant relationship between reliability and customer satisfaction (Upadhyai, 2020) and (Martini, 2018).

Also, tangibility and customer satisfaction have a weak positive relationship (0.597). When considering the impact between the two variables, the regression weight was recorded as (β=0.410) which is a significant point. As a result, the hypothesis (H2: Tangibility has a significant effect on customer satisfaction) is significantly supported. This supported by (Alexiev, 2018) has the positive moderating role of tangibility in this relationship.

When moving to the customer trust and customer loyalty, it has a moderately positive relationship between customer trust and customer loyalty as its R-value shows as 0.499. When look into the impact between these two variables, the regression weight was recorded as (β=1.000) at a significant point. As a result, the hypothesis (H3: Customer trust has a significant impact on customer loyalty) received significant support. According to the (Agyei,

2020) the results indicated that customer loyalty is significantly driven by trust, and that customer trust leads to customer loyalty.

There is a moderately positive relationship between brand image and customer loyalty (0.544). When look into the impact between these two variables, the regression weight was recorded as (β=-0.200) at a significant point. Therefore, the hypothesis (H4: The brand image has a significant impact on customer loyalty) was supported significantly. The research findings also showed that brand image had a significant positive impact on customer loyalty. Brand image was a predictor of customer loyalty. (Dam, 2021) Likewise, the study outcomes also disclosed that brand image had a positive impact on customer loyalty. The brand image was a predecessor of customer loyalty (Anwar et al., 2019).

The research results also declare that customer satisfaction has a mediating impact on customer loyalty. Customer satisfaction and customer loyalty have a moderately positive relationship (0.668). When considering the impact between the two variables, the regression weight was recorded as (β=0.370) which is not a significant point. Therefore, the hypothesis (H5: The customer satisfaction has a mediating impact on customer loyalty.) is rejected in this study as it is not significantly supported. But the prior empirical examinations verified these outcomes (Giao, 2021) the research consequences also revealed that customer satisfaction had a positive influence on customer loyalty. customer satisfaction was an antecedent of customer loyalty, though the effect size of the link between customer satisfaction and customer loyalty was small.

Conclusions and Recommendations

This study's goal was to examine how customer loyalty is impacted by service quality at Sri Lankan-based international fast-food franchises. Furthermore, research primarily focused on the development of customer loyalty through the provision of high-quality service in Sri Lanka while considering factors like dependability, tangibleness, customer trust, brand image, and customer satisfaction. It also examines the mediating impact of reliability and tangibility on customer loyalty by using customer satisfaction. The independent variables are reliability, tangibility, customer trust, and brand image. Mediating variables such as, and customer satisfaction have a positive relationship with the dependent variable of customer loyalty.

It is worth noting that the "customer trust" variable plays an important role in customer loyalty. The result of the third hypothesis is supported by the significant correlation (1.000 of p-value) with customer loyalty (Wardaya Puspokusumo et al., 2021) If customers have a positive attitude towards trust, it will help companies and their customers understand each other better. Customers' trust in the service provider indicates that they trust him.

In addition, tangibility and reliability are two other key factors that significantly affect customer satisfaction in the fast-food industry. Similarly, this study suggests that reliability and tangibility are also important for overall customer satisfaction with quick service services. It is clear that this has a significant impact on the quality of service and customer satisfaction. The result of the first hypothesis is supported by the significant correlation (0.390 of p-value) with customer satisfaction. H1. The reliability has a significant impact on customer satisfaction. (Matthews & Mokoena, 2020) claim that there is a close relationship between reliability and customer satisfaction; therefore, reliability is one of the factors that determine the quality of service to meet customer needs. The result of the second hypothesis is supported by the significant correlation (0.410 of p-value) with customer satisfaction. H2. The tangibility has a significant impact on customer satisfaction (Nyabundi et al., 2021). Tangibility has a significant impact on the buyer. Satisfaction. Material services serve as an important path to success for services and industries.

According to the results, there were more female participants than male ones. With 384 participants, it was clearly demonstrated that there were more female responses than male responses, with 64.3% of female respondents and 35.7% of male respondents, respectively. According to demographic data, 81% of respondents are in the 20-to-29 age group, which makes up the majority.

Numerous commercial implications arise from studying how service quality affects customer retention. One takeaway is that businesses should prioritize excellent customer service in order to encourage repeat sales. This can

be achieved by educating employees on how to provide excellent customer service, setting clear service standards, and regularly monitoring and responding to customer complaints. Businesses should also actively seek customer feedback to identify areas where service can be improved.

Future studies may explore these using a larger sample of respondents, as the sample size is limited to 384 respondents while expanding the theoretical model. This study may be expanded to provide better results for this area of study as it is limited to the Sri Lankan environment only. Also, the study only proposed four independent variables. When analyzing the variable quality of service using such a broad concept as customer satisfaction, unexpected results were obtained. We advise future researchers to conduct a separate study of the impact of service quality on customer satisfaction.

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