

**The Impact of the Service Quality on Customer Satisfaction:  
Annainaga and Cargils Supermarkets in Jaffna District**

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**Abstract**

This study was undertaken with the objective of finding out the relationship between service quality and customers satisfaction. For this study, Quality of services is evaluated by reliability, functionality, responsiveness service design and assurances. It was reviewed with help of the gap analysis this was established by Zeithaml, Parasuramn and Berry. The present study is initiated on “quality of service” with the samples of 104 customers of selected super market. The study found that the correlation value between service quality and customer satisfaction is 0.753 which is significant at 0.01 levels. There is positive linear relationship between the service quality and customer satisfaction. According to the Regression analysis, 58.6% service quality impact on customer satisfaction. So, we can come to the conclusion that service quality has an impact on customer. The study further points out that keen attention should be paid on to polish service quality because service quality is interrelated with customer satisfaction.

***Keywords: Service quality, customer satisfaction, supermarket.***

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