

## **"Impact of Service Delivery on Customer Satisfaction": A Study among the Telecommunication Networks in Sri Lanka**

The main aim of this study is to assess and analyse customer satisfaction with service delivery of mobile telecommunication networks in Ampara District, Sri Lanka. The main problem of this study was whether customers are satisfied with service delivery of mobile communication service providers. The study was basically a survey that used quantitative approach. A structured questionnaire was developed, pre-tested and personally administered to the target population of individual mobile subscribers. Two hundred (200) respondents were sampled from the target population of nearly five hundred thousand using convenience sampling technique. All two hundred questionnaires were collected and analyzed, questionnaire constituting 100% response rate was got for analysis. The findings indicate that irrespective of mobile telecom networks in Ampara District, customer satisfaction is above average; neither equal to nor better than desire and expectation of the customers. The findings also indicate that "Image and Technical quality" is the most important dimension, while functional and economy value found to be insignificant. Most of the customer-satisfied dimensions were rated less important, while most of the customer-dissatisfied dimensions were rated more important. Moreover, the study found that Desire and Expectation Disconfirmations collectively and individually explain overall customer satisfaction significantly in Ampara District. Customers' switching intention is different among the networks. Generally the study implies that the Telecommunication regulatory Commission of Sri Lanka and Ministry of Telecommunication and Digital infrastructure should take workable measures to propel Mobile service providers in Ampara District to improve upon their service delivery in specific areas.

*Key words:* Service Delivery, Customer Satisfaction, Technical Quality, Functional Quality, Image Quality, Economy Value