

THE IMPACT OF SERVICE QUALITY ON CUSTOMERS SATISFACTION WITH REGARD TO DIVISIONAL SECRETARIATES

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The aim of the study was to measure the service quality levels of divisional secretariats and to analyse its impact on customer satisfaction. This study, further, helps suggest strategies for the quality of service offered by the divisional secretariats. For this study, the SERVQUAL scale used by Parasuraman, Zeithmal and Berry (1991) was used. Convenience sampling technique was adopted. 156 persons who are enjoying or have enjoyed the services of 4 divisional secretaries were the respondents for the questionnaires. Findings suggest that the service quality dimensions such as reliability, assurance, tangibility, empathy and responsiveness are contributing to the service quality of services of divisional secretariats and there are gaps between the customer expectation

and perception of the items under the dimension of service quality. Findings further indicate that service quality has an impact on customer satisfaction. There is a gap between the customer expectation and customer perception of the service quality in these divisional secretariats. Thus, whether one is a government servant or a public officer in a divisional secretariat, it is one's duty to improve the service of their divisional secretariats and further increase the level of service quality. The Government has to give all facilities to these divisional secretariats in order to further improve their quality of service.

Keywords: Service Quality, Divisional Secretariat, Customer satisfaction