



ABSTRACT

Customer satisfaction and service quality are crucial factors when defining organizational success. The winning approach is to deliver excellent quality service to customers. In the present situation, requires improvements of customer satisfaction of the supermarket industry of Sri Lanka have come under limelight due to the competition where super markets are trying to gain competitive advantage through the human factor.

Excellent customer satisfaction not only results in a profit strategy but also it is energizing for employees to perform to their potential to meet challenges. By providing quality service, organizations can sustain customers' confidence and competitive advantages over their competitors. This study examines the effects of various factors of the supermarket industry which affects customer satisfaction.

The purpose of the particular study is to determine the factors affecting customer satisfaction in the super market Industry of Sri Lanka. Learning of this study would help to identify the areas which are need to be improved in order to improve overall customer satisfaction and service quality in order to gain customer satisfaction.

Rigorous literature review has helped in identifying the key factors that influence customer satisfaction with regard to service quality of super markets. Further theoretical study provided identifying the relevant theories determining and defining service quality and customer satisfaction.

In this research paper, in order to get an in depth understanding of the issue, a qualitative research has been conducted. The relevant data were gathered through a self-completion questionnaire from 300 respondents. Data presentation and analysis were done based on the objectives and the research questions of this study.

It seems like understanding of customer satisfaction role is extremely significant as it appears key factor in the success of modern organization. The recommendations are given to improve the service quality in order to increase the customer satisfaction which helps the super markets to attract more customers in future.