

IMPACT OF SERVICESCAPE ON CUSTOMER SATISFACTION: SPECIAL REFERENCE TO LEADING SUPER MARKETS IN JAFFNA DISTRICT

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ABSTRACT

The aim of this study was to assess the impact of Servicescape on customer satisfaction, giving attention to leading supermarkets located in Jaffna district in Sri Lanka. For this purpose, correlation method has been applied to find the relationship between Servicescape and customer satisfaction. Aesthetic factor, cleanliness and layout were considered as dimensions of the servicescape. The population of the study was all supermarket customers in Jaffna district and the analysis was carried out using a sample of 240 customers in the Jaffna district based on Cargills food city, Annai Naga Food city and TCT food city. After cleaning the data only 218 respondents were taken into analyzing due to the fact that some of the questionnaire was incomplete. Descriptive and inferential statistical techniques were adopted to analyze the data. Statistical Package for Social Sciences (SPSS) 21.0 version was used in order to analyze the data. According to the adjusted R² customer satisfaction was influenced by Servicescape by 18.3% as per the model summary. The results show that correlation value between Servicescape and customer satisfaction was 0.433 which is significant at 0.01 levels. Accordingly, recommendations were made to the supermarket authorities and further research ideas were suggested to the other researchers who are interested in this area.

Keywords: *Customer satisfaction, Servicescape, Supermarkets*

1. INTRODUCTION

In this ever-changing business world, almost every organization pays more attention to the customers ever than before. Organizations need to be aligned with the changing customer needs when having marketing programs and strategies. For any organization, good understanding of the needs of a target market and identify expectations on price, quality of the products and other

aspects are increasing the potential to succeed within the competition. Customer centered marketing and customer relationship marketing have occupied the top place in the modern marketing concept specially in the retail sector. Accordingly, customers are demand better services from retail supermarkets (Dibb, 2006). This situation tells clearly that micro environmental factor plays a big role in the

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