

Determinants of Customer Satisfaction in Ammachchi Traditional Food Centre in Vavuniya District

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The aim of this study is to identify the determinants of customer satisfaction in Ammachchi traditional food centre in Vavuniya District. For this purpose, primary data were collected through questionnaire using convenient sampling method and 100 respondents were selected who are purchasing traditional food items from the above traditional food centre in the district during the period of 2019. To prove the reliability of the collected data, Kaiser – Meyer Olkin (KMO) and Bartlett Test of Sphericity were applied in the study and its results show that, nearly 85% of reliability exists among the questionnaire in the analysis. Exploratory Factor Analysis was used to find out the determinants of customer satisfaction and the results reveal that four determinant factors such as cleaning the dining area, employee hygienic behaviour, healthy foods and food variety have been extracted together with the total variance value of 65.18% and they are the major determinants of customer satisfaction in the above food centre in the district. The findings of the study offer valuable implications for traditional food centres to prioritize their services based on the identified determinant factors of customer satisfaction and improve their business in future.

Keywords: Customer satisfaction, Ammachchi food center, Healthy foods, Variety of food, Employee hygienic behaviour.