



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT
University of Colombo

MASTER OF SCIENCE IN SERVICE MANAGEMENT

MSM 6600 - THESIS

**THE EFFECT OF SERVICE QUALITY ON
BENEFICIARY SATISFACTION**

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Abstract

Objective: This study investigates to identify the nature and effect of service quality on beneficiary satisfaction in social service organizations. Furthermore, the moderating effect of entrepreneur's category between service quality and beneficiary satisfaction is evaluated.

Method: To achieve that objective, this study used a cross-sectional and descriptive correlational research design under quantitative approach. SERVQUAL model with reliability, responsiveness, empathy, and assurance tested as independent variable. Categories of beneficiaries as single, married, separate, widow and differently abled were moderating variable of the study and dependent variable was the dependent variable. 63 women entrepreneurs who benefited from Sarvodaya as a social service organization were observed using standardized questionnaire.

Results: The data were analyzed using descriptive statistics, Pearson correlation coefficient, and multiple regressions. The findings indicated four dimensions of service quality; serve as important criteria for beneficiary satisfaction. The majority of beneficiaries believed that responsiveness and assurance are actively and properly implemented by the social service provider to improve the quality of the service. Empathy is marginally important with a positive effect on beneficiary satisfaction. Reliability is not affected individually; it is affected in combination with other dimensions. According to the categories of beneficiaries, the quality of the service beneficiaries receive does not affect their satisfaction. The relationship between service quality and beneficiary satisfaction is not moderated by beneficiary's categories. The result indicates that service quality confirms its role as an important driver of beneficiary satisfaction.

Keywords: Service Quality, Beneficiary Satisfaction, Social Service Organizations