



**MASTER OF SCIENCE IN SERVICE MANAGEMENT
MSM 6600 THESIS**

**Impact of service quality on customer revisit intention,
through customer satisfaction:
Study of selected fast food restaurants chains
in Colombo district, Sri Lanka.**

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INDEX NO: MSM/E/500**

**INSTITUTE OF HUMAN RESOURCE ADVANCEMENT
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ABSTRACT

This study is being carried out to examine the impact of service quality on customer revisit intention through customer satisfaction with a study of selected famous five fast food restaurant chains such as KFC, Burger King, Pizza Hut, McDonald's, and Subway in Colombo, Sri Lanka. Colombo district population is selected as the target population and in order to choose the sample, the convenient sampling technique was used according to Morgan table with the sample size of 348. The questionnaires are distributed through Google forms and hard copies personally among those 348 customers who has visited to the famous five fast food restaurants for dine in and take away.

Descriptive statistics indicates that all the variables are reliable for the research. The correlation analysis' findings show that there is an average relationship between the independent variables and all the probabilities are highly significant, with positive coefficient of correlations. Regression ANOVA results show a strong significant joint association between independent service quality measurements and customer intention to revisit. The results of the regression analysis show that reliability, tangibility, and empathy have highly significant positive influence on customers' intentions to return. Responsiveness and assurance doesn't have individual effect in customer revisit intention, but it is also jointly has an influence with other variables on customer revisit intention. In the Colombo district of Sri Lanka, the most important sub variable in the service quality that affects customers' intentions to return is empathy. The second most important factor in service quality that affects a customer's propensity to return is reliability. Tangibility, which affects customers' intentions to return, ranks third in importance for service quality. The least impacting factor, assurance, is in fourth place, followed by responsiveness in fifth. According to the regression analysis results, customer satisfaction and customer revisit intention are positively correlated, and service quality has a role in both relationships. The results of the Sobel test also indicate that customer satisfaction mediates the relationship between customer revisit intention and service quality.

Key Words: service quality, tangibility, reliability, responsiveness, assurance, empathy, customer revisit intention, customer satisfaction.