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Investigation on perceived service quality and customer loyalty at *hela bojun* sales centers in Kandy district

D.W.K. Madubhashiniand H.V.A. Wickramasuriya

Department of Agricultural Extension, Faculty of Agriculture, University of Peradeniya

Hela Bojun sales centers were initiated to promote local traditional food items while empowering women entrepreneurs. Service quality is a vital factor for achieving customer satisfaction, which leads to customer loyalty and the long term success of an organization. The objective of this study was to examine the influence of perceived service quality on customer loyalty in *Hela Bojun* sales centers. Along with that, analyzing the relationships between perceived service quality and customer loyalty, analyzing the differences in customer loyalty with times of service, location and type of customers' visit to sales centers, and to give suggestions for further development of this market model were the specific objectives of this study. Customers of four *Hela Bojun* centers in Kandy District were the target population. A cross sectional study design was used as a research design. Data collection was done through a questionnaire with a sample of 120 respondents with 30 customers per each sales center. Multiple linear regression, one-way ANOVA, Mann-Whitney U test and frequency distributions were used to analyze the data. Results of the multiple linear regression ($R^2 = 0.522$) analysis showed that material (food quality), price, perceived trust, and customer satisfaction significantly (all $p < 0.1$) influence customer loyalty. Customer loyalty showed a significant difference in relation to the time of service with those coming in the morning been more loyal. Customers more than 50 years consume foods lower in oil. It is noted that differential strategies maybe needed given the differences seen in location, customers, and time of service. Increasing the space, improving the physical facilities and increasing the number of women entrepreneurs are the main suggestions provided by the customers who visit *Hela Bojun* sales centers.

Keywords: Service quality, customer loyalty, *Hela Bojun* sales center.

kaushalyaw90@gmail.com

Tel: +94 718229047