

## Relationship Between Real Estate Components and Customer Satisfaction in Supermarkets in Colombo

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### ABSTRACT

Supermarkets being the preferred retail option for the majority of customers in Sri Lanka, customer satisfaction and customer attraction hold paramount importance. Prior research demonstrates the influence of service quality, store environment, and ambiance on customer satisfaction in supermarkets. However, there is meager evidence on research related to real estate components in enhancing overall customer satisfaction. Thus, this research focuses on the relationship between selected real estate components and customer satisfaction among the service quality measures in retail supermarkets. This study employs a quantitative approach and utilizes data collected from 80 customers selected through convenience sampling. An equal number of customers were surveyed from four types of supermarkets, located within a 3km distance on a high-level road with proximity to a higher education institute. The data collection was carried out through face-to-face interviews using a five-point Likert scale questionnaire. Data analysis centered on correlation analysis and coefficient analysis. Results reveal that all real estate components, including Store Policy, Proximity to Transport, Parking Facilities, and Physical Aspects, are among the significant influences on customer satisfaction in supermarkets. Equal importance is depicted in the service quality components emphasizing that Reliability and customer loyalty have the highest impact. Hence supermarket operators can enhance customer satisfaction and boost customer attraction by maximizing these factors.

**Keywords: Customer satisfaction, customer attraction, Supermarkets service quality, Real Estate components**