

## ROBOTIC SERVICE QUALITY: A SRI LANKAN PERSPECTIVE

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Automating services using robots is accelerating in contemporary organizations. However, without creative human integration such technologies cannot be effectively augmented. Thus, this research attempts to answer how robotic service quality impacts customer satisfaction while considering the mediating role of employee creativity. A structured questionnaire was designed using validated scales to administer among the SAP implemented manufacturing and services organizations in Sri Lanka. 210 valid responses were received. Both measurement models and structural models were analyzed using the partial least squares structural equation modelling technique. The relationship between robotic service quality and customer satisfaction was found significantly positive while employee creativity was mediated partially between robotic service quality and customer satisfaction. This research is one-of-a-kind research conducted on robotic service quality in the Sri Lankan context, where service automation using robots is emerging. Thus, research aids academics and practitioners to improve customer satisfaction while empowering employee creativity. Further, this research enlightens policymakers to design a technology disruption strategy which encourages organizations using robotic services widely to improve customer satisfaction while addressing the knowledge gaps in applying robotics services by facilitating training and development opportunities.

**Keywords:** Customer satisfaction, employee creativity, robotic service quality