

ABSTRACT

At present procurement is one of the most important functions in an organization. In the inception there was not much of important on this subject but it has been changed due to companies are in under intense pressure to find the cost cutting methods in order to survive and sustain in the competitive market. The ultimate expectation of each organization is to satisfy or delight the customers. Therefore satisfaction of customers is depending on the level of output. Level of output means, its quality. Quality means, fitness for use. Without making the product fit into the customer use, customer satisfaction cannot be achieved. In order to meet those expectations there should be better raw material which means the input. To have better input, there should be better suppliers. As the independent variables of the study are, Agility related criteria, Cooperate image related criteria, economic related criteria, performance related criteria, post performance related criteria, quality and assurance related criteria, reliability related criteria and responsiveness related criteria are selected while satisfaction with suppliers is taken as the dependent variable. 242 numbers of procurement managers are selected for the quantitative assessment while 10 numbers senior procurement managers are selected for the qualitative part. As data Collection method, interview, and Focus Group are used. For the quantitative study structural equation model is used and analyze in terms of descriptive, bivariate and multivariate methods respectively. The assessment tool of the study is to SPSS version 21 is used Sample adequacy was conducted and it noted 81.9 percent of population changes can be identified from the sample. Then the reliability was estimated and it identified almost all variables are having over 70% of Reliability which is far above the 60% of standard. The goodness of fitness test was conducted and there it recognized 92.2 percent of changes of the dependent variable can be observed from the independent variable. Finally that co efficient analysis was done and identified that economic factors performance factors quality factors reliability factors and responsive factors I having a positive impact on selection criteria while the economic factors performance factors reliability factors and responsiveness factors are having a significant impact.

Key words: *procurement, output, variables, criteria, quantitative, reliability, factors, descriptive, bivariate, multivariate.*