

IMPACT OF SERVICE QUALITY ON CUSTOMER
SATISFACTION: A COMPARATIVE STUDY BETWEEN
PRIVATE AND STATE OWNED BUS TRANSPORTATION
SERVICE FROM TRINCOMALEE- COLOMBO ROUTE (49
ROUTE)



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ABSTRACT

The aim of the research is to study Impact of service quality on customer satisfaction: Comparatively between private and state owned bus transport service on Trincomalee to Colombo route. Impact of Service Quality on customer satisfaction in transportation service highlighted through the literature review. The main objectives of the study are to identify existing level of service quality and customer satisfaction, identify the relationship between service quality and customer satisfaction and measure level of impact of service quality to customer satisfaction. The study is based on a total number of 200 passengers who use Trincomalee to Colombo route. The passengers were selected from Trincomalee –Colombo route. Simple random sampling method was used to collect data from passengers through a well designed questionnaire. The Descriptive data, Pearson correlation technique and simple linear regression model were used for the study in order to show the existing level of service quality and customer satisfaction, relationship between the dependent variable and independent variable and level of impact independent variable on the dependent variable.

The data gathered were coded, analyzed with the necessary conclusions, implications and directions for future research presented. The findings of the research revealed that existing level of customer satisfaction and service quality were high level in both state owned and private bus transportation service from Trincomalee to Colombo Route. The study revealed that there are moderate positive significant relationships exist between service quality and customer satisfaction in both bus transportation services. Reliability, Responsiveness, Tangible, Assurance and Empathy are dimensions determine service quality. Those are Recommend addressing and enhancing bus transport service quality in order to achieve higher level of customer satisfaction. Suggestions for future studies was given that there is limited number of research conduct particular topic hence the need for in depth research on the same topic to identify requirements of customer to improve the quality of bus transport service.

Key Words: Service Quality, Customer Satisfaction, and Bus Transportation

Service

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