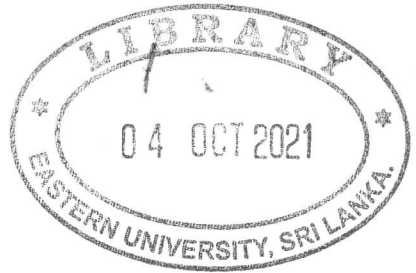


**EFFECT OF SERVICE QUALITY ON CUSTOMER
SATISFACTION OF AUTOMOBILE INSURANCE IN
TRINCOMALEE DISTRICT**

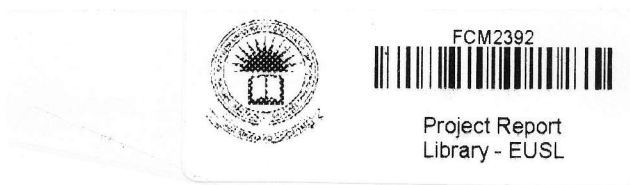


By:

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A project report

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**DEPARTMENT OF COMMERCE
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ABSTRACT

The automobile insurance industry has placed increased emphasis on Service Quality and Customer Satisfaction as companies seek to compete with generally undifferentiated products. This attention to customer service dictates that insurers understand exactly what elements individuals use to assess their provider's performance. This study examines the most significant dimensions of Service Quality and Customer Satisfaction across the automobile insurance company using the familiar SERQUAL instrument.

This study attempts to find out the Effect of Service Quality on Customer Satisfaction of Automobile Insurance in Trincomalee District. In accordance with literature review and existing findings, there are literature and empirical knowledge gaps regarding the Effect of Service Quality on Customer Satisfaction of Automobile Insurance in Trincomalee District. This study was conducted to fill these gaps with three objectives of the selected listed companies in Sri Lanka.

Automobile Insurance can be identified as one of the emerging considerations as the current study has identified of the Effect of Service Quality on Customer Satisfaction of Automobile Insurance in Trincomalee District. The population of the study is 441,269 policyholders. With the convenience sampling technique, 384 policyholders were selected. Primary data used for the study and descriptive statistics, correlation and regression were used to analysis data. Tangibility, reliability, responsiveness, assurance and empathy have been identified as the dimension of independent variables and the Customer Satisfaction has been identified as the dependent variable.

The study found that the tangibility, reliability, responsiveness, assurance and empathy was positive relationship between customer satisfactions. Also independent variable and its dimension has significant positive impact on Customer Satisfaction and all variables, dimensions have high level. The findings of this study are useful in further enlarging and enriching applications of these concepts in practice.

Keywords: Service Quality, Customer Satisfaction, Tangibility, Reliability, Responsiveness, Assurance, Empathy

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