

**SERVICE QUALITY AND CUSTOMER SATISFACTION OF
LIFE INSURANCE COMPANIES IN KANDY DISTRICT**



By

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ABSTRACT

This study investigates the effect of service quality on customer satisfaction of life insurance companies in Kandy District. Main objective of the study is to evaluate the impact of service quality on customer satisfaction. Data were collected from two hundred (200) Life insurance policy holders in Kandy District. A questionnaire was the main instrument of data collection and Univariate, bivariate and Multivariate analysis techniques were used for analysis. The study focuses through six dimensions namely: tangible, assurance, competence, personalized financial planning, corporate image, and technology.

According to the Univariate analysis, level of customer satisfaction and service quality dimension of Life insurance companies in Kandy District are at high level in the Kandy district. According to the bivariate analysis there are moderate positive relationship between service quality dimensions and customer satisfaction of life insurance companies in Kandy District. According to the multivariate analysis all the service quality dimensions positively effect on customer satisfaction and there are no differences in Service Quality and satisfaction of Life Insurance Companies in Kandy District on demographic factors of life insurance policy holders in Kandy District.

Keywords: Service quality, Customer Satisfaction, Tangible, Assurance, Competence, Personalized financial planning, Corporate image, Technology.

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