

“CONSUMER SATISFACTION AND SERVICE QUALITY
OF THE SRI LANKA RAILWAY SERVICES IN
TRINCOMALEE DISTRICT”



VEEMARAJAN PRASANNA

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DEPARTMENT OF MANAGEMENT.
FACULTY OF COMMERCE & MANAGEMENT,
EASTERN UNIVERSITY.
SRI LANKA.

2007.

ABSTRACT

Transportation is vital to life, because it is an absolutely necessary means to an end; it allows people to carry out the diverse range of activities that make up daily life. In this way, Sri Lanka Railway provides train transport services to the passengers. But in a competitive world, consumers' care took priority than before. That's why this research study aims to measure the consumer satisfaction with the quality services of the Sri Lanka Railway, with respect to such variables as Railway fare, Availability & Timeliness, Comfortability, Safety and Employees behavior.

Five railway stations in Trincomalee district have been identified for this study and a questionnaire has been given to 200 passengers. In order to reach a conclusion about the consumer satisfaction with the quality services of the Sri Lanka Railway, 200 questionnaires were analyzed by using univariate analysis.

From the analysis and evaluation, the research comes to a conclusion that the consumers/passengers have a Low (dissatisfied) level of satisfaction with the quality services of the Sri Lanka Railway Service. An important thing that the consumers were dissatisfied with the variables of Availability & Timeliness, Comfortability, Safety and Employees behavior while the rest of the other variable (Railway fare) reflected a moderate level of satisfaction. The main reason for this, lack of trains to satisfy all the passengers.

So, in order to enhance the customer satisfaction and service quality of railway services. I hope this research will be very helpful to Sri Lanka Railway department.

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