

**SERVICE QUALITY OF GENERAL INSURANCE INDUSTRY  
A SPECIAL REFERENCE TO ANURADHAPURA**



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## ABSTRACT

Service quality has become more important to service business, recent development in global economy have led the service companies especially the insurance company to plan and execute their strategies towards achieving new customers through improved service quality. Improving service quality is important for success survival in today's competitive environment, insurance company should improve service quality.

The purpose of this research is to examine the quality level of service of general insurance industry in Anuradhapura. Level of service quality was measured using five dimensions which were: Reliability, Responsiveness, Tangibility, Empathy and Assurance. The researcher formulated the problem question that "find out service quality level of general insurance industry in Anuradhapura".

The study comprised of two major variables, namely five dimensions, which was the independent variable and service quality which was the dependent variable. Data were collected using questionnaires from customers of four insurance companies (25 customers from each insurance company). Hundred customers were participated in a survey and these data were presented and analyzed by using statistical tools.

Finally this research revealed that, the level of service quality of general insurance industry in Anuradhapura is high. Respondents in the four insurance companies, reported high levels of service quality. When comparing company wise Janshakti is the best service provider in Anuradhapura district.

**Keywords:** Service Quality, Service quality dimensions, Insurance, Measure

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