

**SERVICE QUALITY OF LEASING INDUSTRY  
IN SRI LANKA**

By

**KUGANATHAN RAVEENTHAN**

**REG NO: EU/IS/2008/COM/77**

**A project report submitted to faculty of commerce and management, Eastern  
university srilanka, as a partial fulfillment of requirement of the Degree of  
Bachelor of commerce Specialization**

1442



FCM1442



Project Report  
Library - EUSL

**DEPARTMENT OF COMMERCE  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY  
SRILANKA**

# TABLE OF CONTENTS

	Page No
Acknowledgement	ī
Abstract	īī
Table of Contents	īīī
List of Tables	ix
List of Figures	xīī
<b>CHAPTER ONE: INTRODUCTION</b>	
1.0 Background of the Study	1
1.1 Problem Statement	3
1.2 Research Questions	3
1.3 Research Objectives	4
1.4 Significance of the Study	4
1.5 Scope of the Study	5
1.6 Summary	5
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1 Introduction	6
2.2 Service	6
2.3 Quality	8
2.4 Services quality	8
2.4.1 Leasing services	10
2.4.2 Customer satisfaction and service quality	10
2.4.3 The Impact of Service Quality	12
2.4.4 Measuring and improving service quality	13
2.4.5 The benefits of measuring service quality and customer satisfaction	14
2.5 Service Quality Dimensions	14
2.6 Measuring service quality using service quality model	18
2.7 Services quality model	19
2.8 Summary	20

## **CHAPTER THREE:**

### **CONCEPTUALIZATION AND OPERATIONALIZATION**

3.1 Introduction	21
3.2 Conceptualization Framework	22
3.2.1 Tangibility	22
3.2.2 Reliability	23
3.2.3 Responsiveness	23
3.2.4 Assurance	24
3.2.5 Empathy	25
3.3 Operationalization	26
3.4 Summary	28

## **CHAPTER FOUR: METHODOLOGY**

4.1 Introduction	29
4.2 Study Setting, Design, and Method of survey	29
4.3 Population and Sampling	30
4.3.1 Sample Selection	31
4.3.2 Sample size	31
4.3.3 Sampling method	31
4.4 Data Collection	32
4.4.1 Primary data	32
4.5 Method of measurement	32
4.5.1 Questionnaire	34
4.5.1.1 Questionnaire Administration	35
4.6 Method of Data Analysis	35
4.6.1 Data Presentation	36
4.6.2 Method of data Evaluation	36
4.7 Summary	37

## **CHAPTER FIVE: DATA PRESENTATION AND ANALYSIS**

5.1 Introduction	38
5.2 Personal Information	38
5.2.1 Gender	38
5.2.2 Age	40
5.2.3 Civil Status	40
5.2.4 Educational Qualifications	41
5.2.5 Occupation	42
5.3 Research Information	43
5.3.1.1 Tangibles Dimension	44
5.3.1.2 Reliability Dimension	45
5.3.1.3 Responsiveness Dimension	46
5.3.1.4 Assurance Dimension	48
5.3.1.5 Empathy Dimension	49
5.4 Overall Service Quality Level	51
5.5 Service quality level comparison with dimensions	52
5.6 Cross Tabulation Analysis of Service Quality Level by Personal Characteristic	53
5.6.1 Gender	53
5.6.2 AGE	54
5.6.3 Civil status	55
5.6.4 Educational Qualification	56
5.6.5 Occupation	57
5.6.6 Income	58
5.7 Summary	59

## **CHAPTER SIX: DISCUSSION**

6.1 Introduction	60
6.2 Personal Information	60
6.2.1 Gender	60
6.2.2 Age	60
6.2.3 Civil Status	61

6.2.4 Educational Qualification	61
6.2.5 Occupation	61
6.2.6 Income	62
6.3 Research Information	62
6.3.1 Tangibles	62
6.3.2 Reliability	63
6.3.3 Responsiveness	64
6.3.4 Assurance	66
6.3.5 Empathy	67
6.4 Summary	68

## **CHAPTER SEVEN: CONCLUSION AND RECOMMENDATIONS**

7.1 Introduction	69
7.2 Conclusion	69
7.2.1. Service quality level	71
7.3 Recommendations	72
7.3.1 Responsiveness	72
7.3.2 Empathy	73
7.3.3 Assurance	74
7.3.4 Reliability	74
7.3.5 Tangibles	75
7.4 limitations of the study	75
7.5 Summary	76

## **Appendices**

References	xiii
Appendix: Questionnaire	xiv