

# THE STUDY ON SERVICE QUALITY OF ROAD TRANSPORTATION VENTURES IN JAFFNA DISTRICT



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## ABSTRACT

This research is concerned with the "The study on service quality of road transportation ventures in Jaffna district" The researcher formulated problem question that "how far service quality of road transportation in Jaffna District?" Then the researcher found that th There is the quality of service of transportation highly supported to the service quality

This research conducts Jaffna district. The Jaffna district Study has considered 614,541 customer's study population and set the sample size as 150 through random sampling method. After data were collected from selected customers and these data were presented and analyzed by using statically tools. These analyses were used to test the how far service quality of road transportation ventures.

This study focused on the quality of service of transportation ventures in Jaffna district. Jaffna district travelling ventures now quality of service transport based on the district passenger .

In this research, the researcher concluded about the clarify the research findings, after that the researcher formed a final conclusion.Highly service quality now.then must improve service quality more.

According to these analyses, It has been founded the how far quality of service of transportation ventures Jaffna District. There is the quality of service of transportation ventures highly. In this all view, the researcher attempt to say that, Jaffna travelling ventures more than improve their quality of service now of bus in Road transportation

Keyword: service quality ,bus transport, level

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