

CONSUMER SATISFACTION AND
QUALITY SERVICES OF THE
NEW EASTERN BUS COMPANY LTD (NEBC)
IN BATTICALOA DISTRICT

501.40388 342 330
YUV 5443

(R)



Faculty of Commerce & Management
Eastern University, Sri Lanka.

MISS. YUVARANI SUBRAMANIAM

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ABSTRACT

Transportation is vital to life, because it is an absolutely necessary means to an end; It allows people to carryout the diverse range of activities that makeup daily life. In this way, NEW EASTERN BUS COMPANY LTD (NEBC) provides bus 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 Company, with respect to such variables as price/bus fare, availability & timeliness, comfortability & safety and employees' behaviour.

6 branches in Batticaloa 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 NEBC Ltd, 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 marginal level of satisfaction with the quality services of the Company. An important thing that the consumers were dissatisfied with the variable of availability & timeliness while the rest of the other variables reflected a moderate level of a satisfaction. The main reason for this is, lack of buses to satisfy all the passengers.

So, in order to enhance the consumer satisfaction some recommendations have been given in chapter 5. I hope this research will be very helpful to all people.

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