

**A STUDY ON SERVICE QUALITY OF  
BATTICALOA MUNICIPAL COUNCIL**



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## ABSTRACT

Measuring the Service quality of an organization is vital in determining whether an organization meets its customers' expectations successfully. Service quality can be defined as,

'How well the service meets or exceeds  
the customers' expectations on a consistent basis.'

For the private organizations it is very important to measure the service quality because by that they can able to explore how to distinguish themselves from their competitors and also how they can obtain competitive advantage. Likewise the quality of service provided by the Government should be assessed to ensure the accountability of the Government towards the general public.

This research work is studied about the 'Service Quality of Batticaloa Municipal Council' which is one of the Local Government bodies. It renders many services to the ratepayers. It won awards from the Department of Local Government for its services. Anyhow it seems that Batticaloa Municipal Council has received complaints from its beneficiaries regarding the services, specifically the services of garbage clearing, authorization of construction and sanitation. Thus, the question was, whether the level of service quality of the Batticaloa Municipal Council was to the satisfactory level? Hence, there was a gap to study about the level of service quality of the Batticaloa Municipal Council.

In order to measure the service quality seven dimensions were considered which included Tangibility, Responsiveness, Reliability, Assurance, Availability, Access and Behaviour and Attitudes of the beneficiaries. The structured questionnaire was used to collect primary data for this study from 200 respondents. Collected data were analyzed and evaluated as low, moderate and high level of service quality.

The study found that the discussed three services mostly indicate moderate level of quality. Therefore it was known from the conclusion, the Batticaloa Municipal Council and the beneficiaries have the responsibility to upgrade the level of service quality at high level. Eventually this report recommends some remedial actions that help to improve the service quality of the organization.

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