

**“A STUDY ON SERVICE QUALITY OF
URBAN COUNCIL
TRINCOMALEE TOWN AND GRAVETS”**



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ABSTRACT

Measuring the service quality of an organization is vital in determining whether an organization meet its customers' expectations successfully. This research work is studied the 'Service Quality of Urban Council Trincomalee Town and Gravets.'

Service quality can be defined as,

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

It seems that Trincomalee Town and Gravets urban Council has been received complaints from its beneficiaries regarding the services. Specifically services of solid waste collection, welfare services, maternity and child health.

The structured questionnaire was used to collect primary data for this study. Direct observations, friendly discussions to complete this research report. To measure these variables data collected from a sample of 200 people from 18 GN Divisional areas using random sampling technique. The collected data were analyzed using the univariate method. The data collected were presented in the form of tables, bar charts, and pie charts. The data gathered were analyzed using the Microsoft package excel 2000 and SPSS 11.0 windows.

The research has come to the conclusions that, considering the research information, These three services mostly indicate low level of quality. Therefore it was known from the conclusion, the Trincomalee Urban Council and the beneficiaries have the responsibility to upgrade the level of service quality at high level.

This research report recommends some useful remedial actions from the findings of the study to maintain sound service quality.

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