

# A Study on service Quality of Motor Traffic Department (Special reference to Batticaloa District)

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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 organization should be assessed to ensure the accountability of such organization to the general public.

This research work intended study about the 'Service Quality of motor traffic department' which is also one of a Government department. It renders many services to the public. Anyhow it seems that motor traffic department has received complaints from its beneficiaries regarding the services, specifically the services of issuing driving licence, vehicle registration and vehicle inspection & offering fitness certificate. Thus, the question was, whether the level of service quality of the motor traffic department is at the satisfactory level? Hence, it is vital to study and identify the motor traffic department between the expected services of the public and the real level of service provided by motor traffic department.

In order to measure the service quality six dimensions were considered which included Responsiveness, Assurance, Behavior and Attitudes, Reliability, Access, Tangibility. The structured questionnaire was used to collect primary data for this study from 100 respondents. Collected data were analyzed and evaluated as low, moderate and high level of service quality.

It has been founded from the study that the service qualities of the motor traffic department were at moderate level in three services. Therefore it was known from the conclusion, the motor traffic department 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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