

The study on factors that has contributed to customer satisfaction of Life Insurance Corporation (Lanka) Ltd in Trincomalee District

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Abstract

The achievements of objectives mostly depend on the satisfaction of customer. The customers are the backbone for the existence of any organization. Nowadays customer satisfaction is taken primary important in any business organization and "CONSUMER FIRST" has become the key work in the dynamic environment. This study deals with Study on customer satisfaction of Life Insurance Corporation in (Lanka) Ltd Trincomalee District.

This research has intended the title, "The Study on factors that has contribute to customer satisfaction of Life insurance corporation (Lanka) Ltd, Special Reference to the Trincomalee District" The objectives of this research study to explore the customers satisfaction by analyzing the factors such as policy option, service delivery, benefits to customers, availability of service, publicity of service and premium payment which are the research variables stemmed in to conceptualization framework.

Primary data used in this study was collected from questionnaires and interviews and secondary data collected from annual report of Life Insurance Corporation (Lanka) Ltd. 150 participants were selected as a sample and questionnaires were issued to them to collect, the data. The collected data was analyzed using the univariate method and used SPSS (11.0) package. The data collected was presented in the form of tables.

The research findings on each variables expressed that the customers of Life Insurance Corporation (Lanka) Ltd had moderate level of satisfaction. Therefore this study concluded Life Insurance Corporation (Lanka) Ltd should give more attention to all variables. Further this study recommends some way to Life Insurance Corporation (Lanka) Ltd to improve customer satisfaction.

Researcher

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