

SERVICE QUALITY OF AUTOMOBILE SERVICE CENTRES

A SPECIAL REFERENCE TO NORTH CENTRAL PROVINCE

BY

M.G.Nalaka Chandana

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ABSTRACT

The Sri Lankan automobile services customer today is well tuned to global markets and products, and expects the same levels of quality in products and services. The wide range of models and variants on offer, with little differentiation among products within the same price band, also encourages customers to switch from one brand to another easily. As a result, retaining customer loyalty is a key concern for manufacturers in Sri Lanka. In this scenario, providing effective after sales service for vehicles has assumed increase importance for service centre.

This research intends to study the relationship between service quality and customer satisfaction measured through SERVQUAL method to know the current situation of automobile service centre.

The variable include in this study were reliability, responsiveness, tangible, empathy, assurance. To measure these variables, data were collected from a sample of hundred customers from the auto mobile service centres. The collected data were analyzed using the univariate analysis method. The data collected were presented in the form of tables and bar charts. The data were gathered to analysis using spss package. The findings show that, most of the respondents were stated automobile service centre is providing satisfied level of service in North Central province.

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