

SERVICE QUALITY OF CIVIL CONSTRUCTION COMPANIES IN SRI LANKA
(With Special reference to Colombo District)



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ABSTRACT

Service quality and customer satisfaction are very important concepts that construction companies must understand if they want to remain competitive and grow. In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage. Customer satisfaction does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. The aim of this research was to apply the Service quality model in the context of service quality of Civil Construction companies in Sri Lanka(special reference to Colombo District) in order to describe how customers perceive service quality and whether they are satisfied with services offered by Construction companies in Colombo district. A structured questionnaire was developed from the service quality model and was randomly distributed to the respondents to determine their satisfaction with service quality of construction companies in the Colombo district. From the analysis carried out, it was found out that the overall service quality perceived by the customers was satisfactory, that expectations were similar to perceptions. Customers were satisfied with service. The results and findings will provide extra information concerning customers' needs, wants and their satisfaction. It will also contribute to research since this study sets the ground for further research in measuring service quality in the construction industries in Colombo district.

Key words: Service quality Model, Customer, Service, Satisfaction, Civil Construction companies.

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