A COMPARATIVE STUDY ON SERVICE QUALITY OF VEHICLE INSURANCE BETWEEN JANASHAKTHI INSURANCE PLC AND CEYLINCO INSURANCE PLC

(SPECIAL REFERENCE TO THE POLONNARUWA DISTRICT)

By

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ABSTRACT

Consumers all over the world have become more quality conscious; hence there has been an increased customer demand for higher quality service. The general objective of this study is to assess the level of service quality delivery of Ceylinco insurance plc and Janashakthi insurance plc to find out whether there is a difference between them in the delivery of service quality. Hence this research aimed to assess and compare the levels of service quality provided by the Ceylinco and Janashakthi insurance plc to identify if there are significant differences between them in terms of service quality levels, as perceived by insurance company customers.Then this research was conducted on the topic of "comparative study on service quality of vehicle insurance policy holders between Janashakthi insurance plc and Ceylinco insurance plc". The focus was on the three areas of customers in both companies including areas were Polonnaruwa, Hingurakgoda and Medirigiriya. The outcome of study will enhance the both insurance companies competitive position in the insurance industry and ensure its survival.

Quota sampling technique was employed in the study with Statistical Package for Social Scientist (SPSS) used in the analysis. The research adopted a survey questionnaire based on the amended insurance Service Quality Scale. It included five service quality dimensions, broken down into 22 statements, for capturing the wide range of services offered by insurance companies. Included dimensions in study are Reliability, Responsiveness, Assurance, Empathy and Tangible. A total of 180 questionnaires were administered to customers of the two insurance companies (Ceylinco and Janashakthi) and for one company selected customers 90 questionnaires were allocated in each of the three areas. (Polonnaruwa, Hingurakgoda and Medirigiriya, by 60 for each).

The collected data were analyzed by using descriptive statistics (mean and standard deviation), independent sample T-test and ANOVA. The research study revealed that most vehicle insurance policy holders are males, found out that age of **(25-50)** were the most dominant people that patronize the services of two companies, policy holders are well educated but there is a tendency that most Janashakthi insurance policy holders express high educational levels that exceed Ceylinco insurance plc customers'

levels of education and monthly income of both company customers mostly lie among (20000-50000).

The research findings show that there are significant differences between the Ceylinco insurance plc and Janashakthi insurance plc in terms of customer perceptions of service quality and the degree of importance attached to various dimensions of service quality. When analyze the derived mean value according to the customer responses regarding the indicators Ceylinco insurance company can keep on the peak on the hand of delivering quality services. Among five dimensions of the service quality four dimensions are favorable regarding the Ceylinco insurance company in terms of delivering service quality. The study has revealed, however, that there is no impact of customer gender, age, educational level and monthly income to the overall service quality.

Finding of the research study is the Ceylinco insurance plc provide more quality services to the customers than Janashakthi insurance plc, and the Ceylinco insurance plc in the area of Polonnaruwa is the branch that has provided high quality services to their customers when comparing with other areas.

Then the selected respondents have proved that the Ceylinco insurance plc is the best in the form of delivering quality service to the vehicle insurance policy holders.

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