

**STUDY ON THE RELATIONSHIP BETWEEN SERVICE  
QUALITY AND ORGANIZATIONAL IMAGE AT INSURANCE  
COMPANIES IN BATTICALOA DISTRICT**

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## ABSTRACT

This study was designed to investigate the relationship between Service Quality and Organisational Image in Insurance Companies in Batticaloa District. Emphasis was put on trying to establish the relationship between Service Quality and Organizational Image in Insurance Companies in Batticaloa District. The study employed the use of both descriptive and correlation research design to establish the nature of the relationships. To analyse the data, the correlation statistical tool was used with the aim of establishing the relationship variables. This formed the basis of the detailed analysis, conclusions and recommendations.

It was specifically carried out to examine Service Quality process, as well as Organizational Image. Tangible, Reliability, Responsiveness, Assurance and Empathy are the dimensions of Service Quality and Organization Identity and Organization Reputation are dimensions of Organizational Image. This is a quantitative research. Primary data was collected from 150 customers of Insurance Companies. This study used Convenient Sampling techniques. In this study, data were collected through questionnaire with a 5 point Likert scale. Questionnaire was analyzed using SPSS 19.0 version

The findings revealed statistically significant the existence of a positive relationship between Service Quality and Organizational Image. The appropriate solution and recommendations provided for the necessary modification of the Service Quality and Organizational Image to make it successful.

**Key words:** - Service Quality, Organization Identity, Organization Reputation

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