

ABSTRACT

The determination of performing this research study is to examine the factors effecting to improve quality service in Container Transport Business and their relation towards customer satisfaction in the Container Transportation, Sri Lanka. In the container transportation sector, customer service has become a very prominent topic. The customers' expectations which they need to have through the container transport service have been assessed through this study. As a container transportation industry is massive and hard industry, wherever loads of customers are viewing out for lesser rates for their transportation needs, container transportation companies play enormous fragment in a supply chain management. Towards accomplishing customer satisfaction, customer service has to encounter customer necessities and facility council's necessity to be skilled staff and prepared to support each client with supporting on their requirements of problems. This research would be an appropriate study since the novel apparition of the container transportation worker is "to stay the best port and supply chain facilitator in the county". The aim of this study was to analyze the impact of service quality on customer satisfaction with special reference to container transport industry, Sri Lanka.

The research has followed quantitative methods when gathering information and data analysis. The data for the study was gathered through a questionnaire survey and the sample size was 384 customers who uses container transportation in Sri Lanka. The response rate of the study was 63.80%. The research results express that the five aspects of service quality (Reliability, Responsiveness, Empathy, Assurance, and Tangibles) of Parasuraman service quality model are positively interrelated to the overall service quality, and in fact are certainly associated to the quality factor that affects customer satisfaction. Each standardized coefficient has a positive expectation point, which connects all dimensions of service quality with overall service quality and customer satisfaction. The results of the study show that they are statistically significant. In this respect, it is interesting that the average value of tangible and assurance dimensions is the lowest; However, empathy and customer satisfaction are the highest correlation, so improving employee empathy is an important issue. The study concluded that service quality can be used to predict customer satisfaction.

Keywords: *Service Quality, SERVQUAL, Customer Satisfaction,*