

“Analysing and Improving Service Quality Of Company Shanthi Travels (Pvt) Ltd”

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Abstract

It is obvious that customers are important stakeholders to any organization and their satisfaction is a priority to management. In order to improve the service quality level of the company, the company should be aware of the exact customer needs as well as their perception from the customer's point of view. In recent years the Sri Lankan travel industry (both local and foreign tours) has been facing ferocious competition. (ICRA Lanka, 2011)

The aim of the research is to study service quality levels offered for customers in a travel agency for the purpose of improvement of the company. In order to fulfill this purpose Shanthi Travelers Company was chosen as the case company.

The data of this study were collected from a detailed literature review, service quality dimensions selected to explore the relationship among service quality and customer satisfaction. As the theoretical study provided relevant theories determining and defining service quality and customer satisfaction. The other alternative approaches used are internet, observations, questionnaires, open interviews, where the aim of an open interview was to give the respondent freedom in answering questions which support **quantitative** research approach. The results are further analyzed throughout the thesis under findings and recommendations. Questionnaires been used as a method of collecting the *primary data*. The **qualitative** approach also been used via company data base, company reports, company published sources as a method of collecting the *secondary data*.

Finally, the findings of the research revealed the impact of the selected variables towards the quality levels to a certain extent as well as the significance of the impact. The result also shows that there is a statistically strong relationship among the customer satisfaction and quality variables analyzed for the company to survive in the long run in the travel industry.