

## THE IMPACT OF RAILWAY TRANSPORT SERVICE QUALITY ON PASSENGERS' SATISFACTION; A STUDY BASED ON KANDY RAILWAY STATION

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### ABSTRACT

*Quality of the service and effectiveness of service operations system are considered as important aspects of achieving the customers' satisfaction of any service organization. Since it is considered as the low cost, safe and enjoyable travelling method by the passengers, It is need of the hour to identify the customer satisfaction towards the development of transport service methods in the Sri Lanka especially in Railway service. The major objective of this study is to identify the impact of railway transport service quality on passengers' satisfaction of both locals and foreign travellers. Sub objectives of the study are (1) To determine the most effective service quality dimension among local railway travellers and foreign travellers. (2) To identify whether there is a significant differences in customer satisfaction on Sri Lankan railway transport service between local and foreign railway passengers. SERVQUAL model is used to identify the service quality dimensions towards customer's satisfaction. Primary data is used from 150 sample units, including 50 foreign travellers and 100 local travellers. Sample is drawn using the Convenience sampling method. Multiple Regression Analysis, Karl Pearson's correlation and Correlation coefficients comparison are used to analyse the data. Findings revealed that the SQ dimensions in SERVQUAL model have positively effect on the customer satisfaction within foreigners. Empathy is the highest SQ dimension and the Tangible is the lowest SQ dimensions which effect to the customer satisfaction among the foreign travellers. The entire dimensions considered in SERVQUAL model, positively effect to customers satisfaction among local travellers. Assurance is the highest SQ dimension and the Responsiveness is the lowest SQ dimensions which effect to the customer satisfaction among the Local travellers. Further the findings reveals that there is a significant difference in customer satisfaction on Sri Lanka railway Service between local and foreign railway travellers except Assurance and Empathy.*

**Keywords:** *Customer satisfaction, Service quality, SERVQUAL model*

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