

Abstract

Road transportation is one of major influence of developing economy. Peoples are always tried to do them transportation process efficient and effective manner. Expressway enables the efficiency and effectiveness of road transportation operation.

Expressway users have difference objectives and expectation by using expressway service. The range of achieving customer expectation can be defined as customer satisfaction. This research study majorly focusing on identifies the gap between customer current level of satisfaction and future expectation with the expiation of southern expressway.

For this research study data have gathered from southern expressway users who live in the western province. The questionnaire was used as data collection tool. The gathered data are analyzed using factor analysis model.

Keywords: future expectation, customer expectation, gap, user experience

