



ABSTRACT

The main goal of this research was to identify the factors affecting passenger satisfaction on service quality of public bus transport within Colombo City. Customer satisfaction survey is an effective tool to inquire what customer really needs and expects. Therefore, identifying the independent variables affecting the customer satisfaction was one objective of this study. Suggestions for improvement in the service quality of public bus transport was proposed based on the results of survey and applied theories. Researchers use various methods to evaluate customer satisfaction on service quality which is being offered to the client. This particular case was conducted with quantitative research method. Online questionnaires and face-to face approach were used for data collecting. Statistical information was processed with MS Excel software, SPSS and analyzed using Demographic factor analysis, Cross Tabulation Analysis, Chi Square Test using hypothesis, Reliability Analysis, correlation analysis using hypothesis and Kruskal Wallis test using hypothesis. Data collected from 303 respondents were analyzed using the exploratory factory analysis. 20 Variables were divided into 5 Factors those are Service, Convenience, Operational, Customer Value and Safety factors. According to results of the study it was identified that majority of passengers are satisfied about the service quality of public bus transport. But it was seen that there were some important variables where passengers were unsatisfied about as; availability of seats, bus stop maintenance, frequency of the bus and speed of the bus. Recommendations that are provided at the final part of the research concentrate on improving the service quality of public bus transportation focusing on the two main factors that were identified through the analysis results.

Key Words -Passenger satisfaction, Service Quality, Public Bus Transportation, Colombo City