



ABSTRACT

This study aims to examine the overall passenger satisfaction level of quality of service provided by SriLankan Airlines using the SERVQUAL model dimensions (Reliability, Assurance, Tangibles, Empathy and Responsiveness), from which the customer expectation factors related to service quality are identified. A questionnaire survey was carried out in order to collect primary data required for the study which were analysed subsequently. Results of the study reveals that Reliability, Assurance, Tangibles, Empathy and Responsiveness have significant impact on passenger satisfaction of overall quality of service. Further, the findings established that particular parameters in Reliability, Tangibles and Empathy possess highly significant associations with the passenger satisfaction in model development and predictions. The study concludes with a discussion of theoretical contributions and managerial implications based on research findings.

Keywords : Passenger satisfaction, Service quality, SERVQUAL, Passenger expectations, SriLankan Airlines