

## ABSTRACT

In the Sri Lankan context, with an explosive growth in vehicle ownership and utilization, Sri Lankans prefer to use private vehicles due to many reasons including bad quality of services. In this regard, public transport operators are forced to place emphasis on the monitoring and improvements of the service provided. Therefore, having a close passenger relationship is a vital role which could lead to a sustainable future.

This study investigates factors affecting to passenger satisfaction in public bus transportation in Colombo district, Sri Lanka. Primary data was collected by means of an online questionnaire and a printed and distributed questionnaire among public bus transport users in Western province of Sri Lanka and overall 214 valid questionnaires were used for the analysis. Besides, an auxiliary analysis was carried out using 17 potential influential factors which derived six factors to determine the overall passenger satisfaction which titled as Comfortability of the journey, Service quality, Behavior, Time, Convenience and Cost.

Furthermore, the researcher analysed descriptive statistics, cross tabulation, factor analysis, reliability tests, Chi Square tests, hypothesis testing and correlation analysis. Hence in a situation the needs and wants of users are drastically increasing, this thesis is important to provide a direction for public bus transport administration in the city (Colombo) to understand the gaps that exist and try to fill them to improve its services so that passenger satisfaction can be enhanced and consequently more people can be attracted towards public bus transport.

Key Words: Bus transportation, Passenger satisfaction, Public Transportation.

