

**ANALYZE THE SERVICE QUALITY DIMENSIONS
WITH SATISFACTION OF AUTOMOBILE INSURANCE
POLICY HOLDERS IN MATARA DISTRICT**

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ABSTRACT

With the intense competition and increasing globalization in the financial markets, financial managers must develop customer-oriented strategies in order to compete successfully in the competitive business environment. However, customers are also more prone to changing their automobile insurance behavior when they can purchase nearly identical financial products provided by the competitive companies. In order to stay competitive, insurance company managers need to understand the factors that influence and determine consumers' automobile insurance switching behavior.

Therefore the one reason of switching behavior is the low service quality. Therefore Service quality is the vital factor. The objectives of the study are to find the relationship between service quality dimensions and customer satisfaction, identify the impact of each factor to the customer satisfaction and identify the most and least important factor which is influence to the customer satisfaction. The area covered under this study was Matara district in Sri Lanka due to availability of all the fifteen Automobile insurance branches. A structured questionnaire was designed and administered to collect data. The sample size was 120. Here use policyholder's demographic factors to increase the research scope. Then used 'SERVQUAL' Model to measure service quality, that model includes Tangibility, Reliability, Responsiveness, Empathy and Assurance. And use Automobile insurance policyholder's satisfaction as the dependent variable. The results from the study reveal that service quality plays the most important role in Automobile insurance Policyholder's Satisfaction.

Here Tangibility measure by using equipments, virtually appealing, employee appearance and Physical environment. Reliability measure by using timeliness, keep promise, problem solving and first time performance. Responsiveness measure by using giving information, prompt customer service, willingness to help customers and respond for requests. Empathy measure by using individual attention, convenience, customers' interest at heart and customer specific needs. Assurance measure by using safe and secure, confidence in customers, employee politeness and knowledge and skills.

Therefore can be suggested customers should have a one policy to cover every damage and that should be indicated in the insurance policy well. Insurance companies should be cover the vehicle at the real value at the present and after claiming they should pay the according to that value without unfair reductions from their vehicles. In addition to that should be making a fast and convenience claim settlement process without any delay. Company managers should try to increase the switching barriers to make the switching process more complicated and use effective Advertising Competition.

Here found that there is a relation between service quality dimensions and Automobile insurance Policyholder's satisfaction. Here analyzing the findings of the study, researcher proposes that the insurance companies should concentrate to develop appropriate strategies base on the important factors that had been found by study.

Keywords: Customer switching behavior, Service quality, Customer satisfaction.