

**CLIENTELE SATISFACTION TOWARDS THE
SERVICES RENDERED BY GOVERNMENT TO THE
TEA SMALL HOLDING SECTOR**

A dissertation submitted to the
Faculty of Animal Science and Export Agriculture
Uva Wellassa University

In partial fulfillment of the requirements for the award of
Bachelor of Science in Tea Technology and Value Addition

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Tea Technology and Value Addition Degree Programme

Faculty of Animal Science and Export Agriculture

Uva Wellassa University of Sri Lanka

2014

ABSTRACT

Tea small holders development authority is the main responsible institute of facilitating services to the small scale farmers. Providing extension services, subsidies and social development services are the main functions of TSHDA. However it has been noted that those services were not provided satisfactorily. As a result farmers have lost their interest and satisfaction of these services.

This study was conducted with special reference to Badulla district with the objectives of assess the satisfaction level of small holders towards the services rendered by the government. As well as to find out whether there is any relationship between clientele satisfaction and their characteristics. Clientele satisfaction was measured in five dimensions such as quality of the service, relevancy of technologies, Competency of extension personnel, general usefulness and the characteristics of the extension agent. Data were collected from a sample of 150 small holders by interview method.

Major proportion of the respondents expressed less satisfaction towards the quality of the service. High satisfaction level was expressed by the majority regarding Relevancy of technologies, Competency of extension personnel, General usefulness, Characteristics of the extension agent. When consider the overall clientele satisfaction, equal proportions (38.66%) expressed low and high satisfaction. The rest (22.66%) of the respondents were moderately satisfied. Strengths and weaknesses of the extension system were identified from the clients perspectives. Four independent variables Membership of a small holder association, Frequency of meeting a extension Agent, Innovativeness, Communication channel usage showed positive and significant contribution towards the clientele satisfaction.

Key Words: Small Holders, Clientele, Satisfaction, Relevancy, Competency, perspectives, Independent variable, Dependant variable