



**Uva Wellassa  
University**

**Factors Affecting Customer Satisfaction in Micro Life Insurance**  
**An Assessment with Special Reference to Micro Life Insurance**  
**Policyholders in Uva Province**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business  
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## ABSTRACT

The intense competition is increasing in the globalization financial markets, Specially micro financial market. Hence those micro finance companies must develop customer-oriented strategies in order to compete successfully in the competitive business environment. Specially like micro life insurance in Sri Lankan market, because still it is in growth stage. However, customers are also more prone to changing their life insurance behavior when they can purchase nearly identical financial products provided by the competitive companies. In order to stay competitive, micro life insurance company managers need to understand the factors that influence on low demand. Therefore the one reason of low demand is the low performance of influence factors. Therefore influence factor is the vital concept. The objectives of the study are to find the relationship between influence factor 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 Uva province in Sri Lanka due to availability of all the four micro life insurance companies. A structured questionnaire was designed and administered to collect data. The sample size was 100. Here use policy holders' demographic factors to increase the research scope. Then used Production factor, promotion factor, customer expectation, service quality and risk and return factor as independent. And use micro life insurance policyholders' satisfaction as the dependent variable. The results from the study reveal that service quality plays the most important role in micro life insurance Policyholders' satisfaction.