

**AN ASSESSMENT OF SERVICE QUALITY WITH
CUSTOMER SATISFACTION AND BEHAVIORAL
INTENTION IN GENERAL INSURANCE INDUSTRY
(WITH REFERENCE TO BADULLA DISTRICT)**

*This dissertation is submitted as a partial fulfillment of the Degree of Bachelor of
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An Assessment of Service Quality with Customer Satisfaction and Behavioral Intention in General Insurance Industry

(With reference to Badulla district)

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ABSTRACT

This study sought to assess and analyze service quality with customer satisfaction and behavioral intention in general insurance industry. Specifically, it examined the determinants of service quality and the effects of customer satisfaction on behavioral intentions of consumers in insurance industry.

The study used standard questionnaire to the target population of customers of insurance companies in badulla district. Descriptive and inferential statistic was used to analyze and test relationships among variables.

The study found that Reliability, Responsiveness, Empathy and Assurance are Functional quality dimensions that were found to have significant impact on customer satisfaction. In addition, Technical quality, Price, and Image quality were found to be factors that significantly affect customer satisfaction determination in general insurance industry.

The implications of the study to management and theory are discussed and suggestions for further research have been made. The limitations of the study are also noted.

Key Words - *Customer satisfaction, Behavioral intention, Determinants of service quality*