

RARE

**IMPROVING THE SERVICE
QUALITY FOR PASSENGERS
THROUGH TRAINING OF THE
FRONT LINE STAFF**

**“A study based on the International Airport in
Sri Lanka”**

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ABSTRACT

Today Aviation Industry has become very crucial and competitive industry as it is facing for repaid changes. It is mandatory requirement that all International Airport should provide their services/ facilities according to the rules and regulations stipulated by International Civil Aviation Organization (ICAO)

Bandaranaike International Airport (BIA) provides its service mainly to passengers, visitors and Airlines. Since the Airport is a meeting point of people from different countries, with different cultures, it is difficult to satisfy them without proper understanding of their cultural backgrounds and the requirements of the passengers. Quality of the service provided and sustainability of the service quality to passengers is the core element in the vision of the Airport and Aviation Services (Sri Lanka) Limited.

Service oriented organizations like Airports are realizing the significance of customer centered philosophies and are turning to quality management approaches to help managing their business.

This research developed the service quality attributes based on the SERVQUAL model, to gauge the areas related to service quality in order to measure the service quality perceived to passengers and to identify the difference between passengers, expectations and perceptions of the service offered, by the front line staff of the Bandaranaike International Airport. Therefore this research help to point out how management of service quality improvement is done through training offered to the front line staff by identifying their weaknesses of each service quality dimension.

In order to examine the existing situation of the service quality provided by the front line staff and training opportunity provided to front line staff primary data and secondary data were used through out the research.

Primary data was collected by using the questionnaire method circulating four (4) questionnaires among front line staff, departure passengers, arrival passengers and transit passengers.

In this survey data gathered through questionnaire relating to the each attribute of five dimensions was analyzed by using mean value and standard deviation while testing the distribution of the data around the mean value was done by using "BIENAYME-CHEBYSHEVE" rule. Testing of hypotheses was done based on the above result.