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**CAB SERVICE QUALITY IN SRI LANKA: A COMPARATIVE STUDY BETWEEN COMPANIES AND INDIVIDUAL CUSTOMERS**

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***ABSTRACT***

Number of cab services has been organized to serve the travelling needs of individual and companies to gain smoothly driven day to day activities. Competitive and competent rivals are being attracted by the growing fleet management industry in Sri Lanka. Similarly doing research in this field is providing an great insight for the fleet management companies that how to organize their mobile services cape in efficient manner related to service quality dimensions. Even though it is an emergent industry, it's reflects the less number of research data regarding the expected service quality and the perceived service quality of their customers. The objective of this research was to compare the customer satisfaction between the corporate and individual's needs. The research has been carried out through a questionnaire survey among the 187 individual customers and 176 corporate clients. Quantitative types of data gathering and analysis tools drives to reveal the results from selected sample. The results have revealed that there has a significant difference of gap between the performance and expectation between individual and corporate clients. in relation to all dimensions of SERVQUAL model, which are tangibles, reliability, responsiveness, assurance and empathy. Finally, there was a significant difference only for the dimensions of reliability, tangibility and assurance.

**Keywords:** Service Quality, SERVQUAL, CAB service, Sri Lanka