

## **Service quality of passenger transport services and tourist satisfaction in Anuradhapura sacred city**

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### **Abstract**

Tourism industry has become as one of major industries and very important service sectors in the World. Transport services have contributed immensely to these expansions in the tourism industry. An efficient transport service is vital for economic and social development in both developing and developed countries. Passenger transport service is a key aspect in tourism industry. This study aims to examine the relationship between quality of passenger transport service and tourists' satisfaction. SERVAQUAL model which focuses tangibility, reliability, responsiveness, assurance, and empathy was used to quality of measure passenger transport service and tourist satisfaction. A sample of 100 foreign tourists who experienced the passenger transport services in Anuradhapura Sacred City was selected for the study. Data were collected through a structured questionnaire directed to the selected group of tourists. The correlation and regression analysis revealed that quality of passenger transport service has a positive effect on tourist satisfaction. Result further indicates that empathy is very important in passenger transport services. The study recommended important directives to develop the passenger transport service in the area.

**Keywords:** *Foreign tourists, passenger transport service, service quality, tourist satisfaction.*