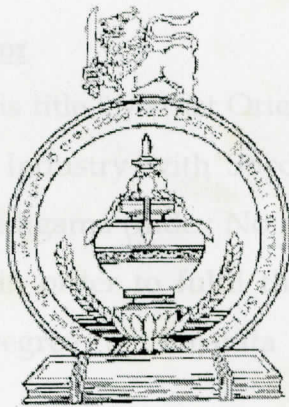


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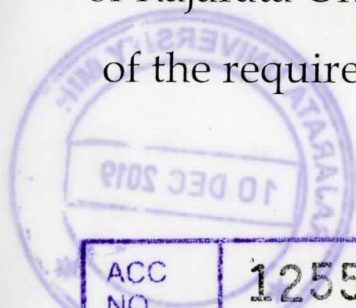
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“Market Orientation and Service Quality: The Case in Civil Aviation Industry with Special reference to Sri Lanka”



A Thesis Submitted to the Faculty of Management Studies of Rajarata University of Sri Lanka as a Partial Fulfilment of the requirement for the Degree of Master of Business Administration

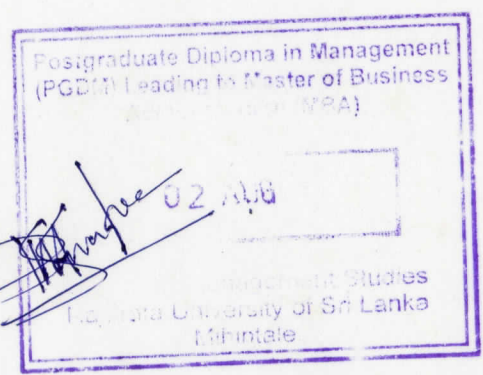


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Abstract

The Sri Lankan Civil Aviation sector recorded an impressive growth in 2010. The Bandaranaike International Airport (BIA) at Katunayake handled 6.1 million passengers including transit passengers during 2010, recording an increase of 17% compared to 2009. The total number of passenger aircraft movements handled by the BIA increased to 43,454 indicating a growth of 27%.

The volume of civil air transportation increasing and it can be predicted that the total air traffic volume would be around 7.8 Million in 2020 and there is no uniformity about the quality of the services extended civil airlines operating via Sri Lanka and the customers have various issues with respect to the quality of service, which lead to customer dissatisfaction. These customer satisfaction issues were consist of various service quality factors such as ground service, check in, boarding, punctuality, baggage handling, and frequent flyer programs are important to consumers etc

The purpose of this study was to examine the existing level of Market Orientation and Service Quality in Sri Lankan Civil Aviation sector. The objectives of this study were to compare customer satisfaction and service quality with respect to airlines quality dimensions and subsequently to determine the relationships between the dimensions of Market Orientation and Service Quality on aviation services in Sri Lanka.

The research involved collection of primary data through a survey conducted amongst both airline managers and civil air passengers at Colombo International Airport as well as collection of secondary data from civil aviation authority and other related institutes. The collected data were analysed methodically by establishing the reliability and validity of measurement properties followed by objective focused descriptive and inferential statistical analyses.

Primary data were collected from 25 Managers of selected five airlines and 1441 civil air passengers who touch Colombo International Airport on their arrival.

Perceived market orientation has been measured with the help of 25 airline managers. Service quality of these airlines also measured with the help of 1441 respondents of five selected airlines.

Analysis shows the mean value of 3.8 & 3.6 respectively for both Market Orientation and Service Quality indicating higher degree of market orientation and Service Quality exist in Sri Lankan civil aviation industry. Further, it was revealed that there is a positive relationship between Market Orientation and Service Quality in Sri Lankan Civil aviation industry.

Researcher recommends maintaining & enhancing the existing level of Market Orientation and to Service Quality which enable the survivals of the market in this highly competitive aviation industry.

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