



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University of Colombo

MASTER OF SCIENCE IN SERVICE MANAGEMENT

MSM 6600 - THESIS

**Impact of service quality on student satisfaction: Study of ABC
Training Institute of Sri Lanka with reference to training centers in
western province**

THIS THESIS IS SUBMITTED AS A PARTIAL FULFILMENT OF THE

MASTER OF SCIENCE IN SERVICE MANAGEMENT

IN THE

INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University of Colombo

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REGISTRATION NO: IHRA / MScSM / E / 06 / 02

INDEX NO: MSM/E/480

DATE OF SUBMISSION: 2022.11.24

Abstract

The labor force of a nation is one of the main forces behind its development, regardless of the industry. The development of every country's workforce, labor market, and industry are greatly influenced by the accessibility of vocational education. The main goal of a vocational training center is to create a connection between excellent customer service and happy students in order to meet the global need for skilled professionals. This is achieved by utilizing modern techniques and technologies to assist students in developing their talents. The main goal of this study is to determine how service quality characteristics affect trainee satisfaction at training facilities in Western Province.

The researcher used social media to distribute an online structured questionnaire in order to collect data for the study. A population of all graduates from the training centers in Western Province in 2021 was expected. "Stratified sampling" is the method of data collection that is used. 672 trainees have responded to the study. Regression analysis was used to evaluate the success of student service quality. The key findings indicate that administrative quality, coeducational quality, and transformative quality are significant and positively affect student satisfaction. The study's main recommendation was that management begin searching for ways to raise training standards nationally and in Western Province specifically in order to meet students' expectations.

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