



ABSTRACT

This research has done to identify the customer satisfaction factors of Southern Expressway. This study provides a framework for understanding the passenger requirements while they have been travelling from western province to Southern province of the Sri Lanka.

The study data has collected through questionnaire survey distributed to passengers. The Descriptive analysis has done to explain the nominal data. The Factor Analysis (FA) and Principal Component Analysis (PCA) has used for factor extraction.

As the statistical approach has declared customer demanding of the E01 has demanded a “Pharmacy Availability” and “Road Infrastructure” have a higher influencing ability than other factors in Southern Expressway customer satisfaction process. The “Rules and Punctuality at Entrance”, “convenience in driving”, User-friendliness in Ticketing, Safety and God Care has become secondary considerable factor in customer satisfaction. Penalty and No of Toll Entrance Factor, Food, Hygiene and Emergency Service Charge Factor, Employee, Charges and Road Attractiveness have become a tertiary considerable factor in E01 passenger satisfaction. Vantage Factor, Road Rules and Visibility Factor and Availability of Value Added Service Factor have become partial influential factors in customer satisfaction.

The survey has conducted during the end of year period. The passengers travelling in the beginning of the year and mid-year has not taken for this survey as the time factor has limited as per the compliance of the degree requirement. The survey results might have more vibrant if the research has conducted with a time period of a one year and the results might have given a clear picture of the satisfaction level of population throughout a year.

Keywords: Expressway ,Customer satisfaction , Infrastructure, Passenger demand, Data réduction