

**A COMPARATIVE STUDY ON SERVICE QUALITY OF
INTERNET SERVICES OF DIALOG GSM AND SRI LANKA
TELECOM COMPANY SPECIAL REFERENCE TO AMPARA
DISTRICT**



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ABSTRACT

This investigation is that service quality of internet service differs between internet service providers (Dialog and Telecom) in Ampara district. The principal objectives of this research is to identify the level of customer's perceived service quality in internet service of Dialog GSM in Ampara District, to identify the level of customer's perceived service quality in internet service of Sri Lanka Telecom in Ampara District and to identify whether perception of service quality varies with demography of the customers.

This study integrates past research and propose a framework for comparing service quality of internet service providers (Dialog and Telecom) in Ampara District. The paper highlights the overview of internet service provider in Ampara District and identifies some features that are considered by Ampara District customer for using internet service quality using with help of simple arithmetic mean and standard derivation and hypothesis method. Attempts have been made in this research to measure the service quality using Parasuraman's SERVQUAL Model and determining the actual position of internet service provider depending upon five quality dimensions(Reliability , Responsiveness, Tangible, Empathy and Assurance) of two different firms (Dialog and Telecom).

To attain the objectives, the quantitative method was used and data were collected through 200 questionnaires. Questionnaires were distributed among customers of Dialog and Telecom in DS Division of Ampara district.

The result reveals that consumers of Dialog Company are high level service quality on reliability, responsiveness, tangible empathy and assurance dimensions than customer of Sri Lanka Telecom Company. There is difference on service quality of internet service between both companies. There is no difference on service quality between demography factors of customer in Dialog. There is no difference on service quality between demography factors of customer in Telecom.

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