

ABSTRACT

Courier service plays a major role in modern business and it hasn't age barriers. Courier service quality is among the most crucial determinants for customer satisfaction. The objective is to provide improvement recommendations to the companies. Therefore individual customer and satisfaction of them become one of the most significant aspects.

With reference to broader literature review and discussions had with industry professionals, Proper questionnaire was developed 23 latent variables. Then a questionnaire based study was carried out. Population of the study consists of the customer lived in western province of Sri Lanka. According to Department of census and Statistics in Sri Lanka at the beginning of July 2017 the population of western province is $N=6,081,000$ people and Simple random sampling was used to extract a sample of 477 courier service users. SPSS Statistical tool was used to analyze received data.

Descriptive analysis was conducted initially to review the respondents' profile. As the conclusion of the study, research findings were discussed. This paper identified the main five factors which are affecting to customer satisfaction on courier service in western province of Sri Lanka. Further recommendations are proposed to enhance the customer satisfaction which assist courier service to increasing revenue and attract more customers.

Key Words: customer satisfaction, courier service

