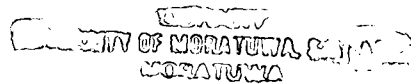


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**SERVICE QUALITY OF CONTRACTORS:
AN INVESTIGATION INTO CLIENT SATISFACTION**

BY

S. DE R. S. GUNASEKERA



THESIS SUBMITTED TO THE DEPARTMENT OF CIVIL
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PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
DEGREE OF MASTER OF SCIENCE

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JANUARY 2006

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Dedication

To my Husband & Parents for their continuous encouragement



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Declaration

This thesis is a report on the research work carried out at the Department of Civil Engineering, University of Moratuwa, Sri Lanka, during July 2003 to November 2005. This submission is original and does not have any materials previously published or written by any others anywhere, except where citing is made.

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Sanwara de R.S. Gunasekera

Abstract

Most products have service elements, just as most services have product elements. Thus client satisfaction is a formulation of both product and service quality. However, whilst reviewing literature pertaining to the construction industry it was discovered that service quality unlike product quality is below expectations of clients. Therefore the aim of this research was to explore client satisfaction with regard to service quality provided by construction contractors. Hence three questionnaire surveys were carried out among clients and contractors to find out importance and satisfaction placed on various service factors. These service quality factors were categorized into 5 main areas according to the well known SERVQUAL model; Reliability, Responsiveness, Assurance, Empathy and Tangibles. It was found that 'Reliability' was the most important SERVQUAL dimension to clients in Sri Lanka, which the contractors also have perceived correctly. The research compares factors that are most important to clients as well as factors that are considered as important by contractors in Sri Lanka. Factors that are not satisfactorily performed by contractors, according to clients' perception are also presented. The service factors Working to time schedule; Keeping accurate records; Taking effort to stay within budget and Providing cost effective solutions for variations/ new work were found to be extremely important to clients though not satisfied by contractors. It was also revealed that contractors reasonably understood client expectations correctly though they are not delivered to clients' expected levels.

Keywords: Construction industry, Contractors, Service quality, Client satisfaction

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Abbreviations

FIDIC	International Federation of Consulting Engineers
ICTAD	Institute of Construction Training and Development
ISO	International Organization for Standardization
PMBOK	Project Management body of Knowledge
TQM	Total Quality Management



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