

**THE PERCEIVED QUALITY GAP IN
CORPORATE TELECOMMUNICATIONS
SERVICES IN SRI LANKA**

**MASTER OF BUSINESS ADMINISTRATION
IN
INFORMATION TECHNOLOGY**



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The Dissertation was submitted to the Department of Computer Science and Engineering of the University of Moratuwa in partial fulfillment of the requirement for the Degree of Master of Business Administration in Information Technology.

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December 2004

Declaration

I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any University to the best of my knowledge and belief it does not contain any material previously published, written or orally communicated by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations.

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Supervisor

ABSTRACT

The intention of the research was to identify and quantify gaps that the customers perceived to be inherent in the services (taken to mean goods and services) offered by the telecommunication service providers in Sri Lanka.

Existing gap analysis tools were studied. A model developed by Parasuraman et al. (1985), and developed further in subsequent years, was adapted by including additional technical dimensions and the resultant model was found to be suitable for the research.

A hypothesis was developed. The research model was used to then identify perception gaps related to telecommunications services in corporate Sri Lanka, in respect of customers of Sri Lanka Telecom. The proposed model by Parasuraman et al. also included a survey instrument (questionnaire) that consisted of 22 questions which are tested for perceptions/expectations from the customers of the organization. This instrument was also modified, to include technical and other dimensions. The questionnaire was distributed among the 78 corporate customers of Sri Lanka Telecom and thirty three acceptable responses were received. This represented a 42% rate of response.

The gaps in perceived / expected services were then analyzed.. From the results it was seen that the perceptions on all non-technical dimensions was negative, indicating that the non-technical expectations i.e. service oriented customer requirements were higher than what was perceived as being delivered.

This research shows that the hypothesis, “The perceived gap in telecommunications services in corporate Sri Lanka stems mainly from the inadequacy of the telecommunications infrastructure/technology of the telecommunications service provider” is disproved and the null hypothesis holds.

At this point, the Extended Gaps Model by Parasuraman et al. (1988) was used as a basis to construct a model which would lead to filling the gaps 1 – 4 identified earlier. This in turn would result in a closure (or lessening of) gap 5, which was the gap of

interest. Solutions internal to the organization (SLT), based on this model, were then suggested for the organization to overcome the gaps.

The implications for the industry in view of these results of the research were looked at in the conclusions.



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