# Factors Affecting the Service Quality of National Medicine Regulatory Authority of Sri Lanka: Customers' Perspective

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Service quality and customer satisfaction of public sector organizations are not yet being studied in Sri Lankan setting. The current study was undertaken to explore the factors affecting the service quality and customer satisfaction in the National Medicine Regulatory Authority (NMRA). One hundred customers (age 20- 60 consisting both males and females) were randomly recruited for the study during November-December 2018. The data were gathered using a validated questionnaire (to the current setting) based on a model composed of five dimensions including Tangibility, Reliability, Responsiveness, Assurance and Empathy. Only 37 % of the population was satisfied with the tangibility of service indicating that this area needs to be improved to provide a good customer service. Responsiveness of the NMRA was rated satisfactory by 43 %. Out of the respondents, 50 % agreed that the service provided at the NMRA was assuring. In this category, 46 % agreed that the staff were empathetic towards the customers. Overall 71 % of the customers were unsatisfied with the service provided by NMRA. The exploratory factor analysis revealed that the variables were clustered into 3 factors and in combination explained 70.12 % of the total variance. All the 3 factors had Chronbach's $\alpha > 0.9$ indicating the model adequacy. It can be concluded that employees' attitudes towards the customers as the most important factor affecting the service quality of NMRA. This was followed by physical factors and the employees' attentiveness. The lapses in the service quality and future directions were identified and suitable measures were recommended to improve the service quality.

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