

## **ABSTRACT**

### **Quality of the e-Services in Sri Lanka and customers satisfaction on it.**

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The purpose of this study is to investigate, quality of the e-services in Sri Lanka and consumers satisfaction on it. The e-Services are generated to the customers through the internet, hence making provision comfortable to reduce cost and increase efficiencies, the concept of electronic services has taken place. One of the significant characteristics for the economic development is information technology; hence through electronic services the focus is thus made to boost up the economic development. For the better accessibility of these services, the government must take initiatives and make sure that the services can be stretched to all.

The main entity of this study is to evaluate quality of the e-Services in Sri Lanka and customers satisfaction on it. The research aims to examine variables of security, product quality, e-service quality, cost of the product and to determine whether these factors will influence consumer satisfaction in e-service in Sri Lanka. Hence, under this research, the customers were approached through a questionnaire to know about their point of views regarding the electronic services in Sri Lanka and views to overcome the lapses on them. Structured interview was conducted with 270 and out of them 183 were answered the questionnaire. Both the male and females were randomly contributed their views on the subject. Most of the respondents obtaining electronic services are between the age of 18 years and 50 years and there are respondents who do not have the adequate knowledge regarding the enhancement of electronic services. The findings were discussed that the customers had adopted the electronic services due to the convenience and comfort provided by the same and the number of users of the electronic services have eventually grown up in Sri Lanka

The customers were the focal witness of this study; hence it was pivotal to directly to approach them. The research data was collected by properly reviewed literature and properly analyzed: data gathered.

**Key Words:** e-Services, Consumers satisfaction, Quality of e-Services, Product quality, e-Governance.