



**ANALYZING THE DIGITALIZATION FACTORS AFFECTING
TO ENHANCE SERVICE QUALITY OF THE SRILANKAN
AIRLINE**

This dissertation is submitted as a partial fulfillment of the degree of
Master of Business Administration.

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ABSTRACT

This study was conducted to investigate and identify all digitalization factors affecting to service quality of the airline operation. Quantitative method was carried out with sample size of 160 respondents who travelled with SriLankan Airlines.

With intensive and extensive studies have identified its essential to implement some advance technical implementation for defeat with Covid 19 pandemic situation. Some of those digital solutions are very brand new concepts to SriLanka and need considerable budget as well as advance technical knowledge to implement those new norms. Therefore it's identified some digitalization factors unable to apply as it is when compare with other profitable airlines in the industry.

Due to very limited articles and journals within aviation industry in south Asian region it may lead to some kind of research gap as well. Therefore outcomes of this research are very important to take some decision relating to new digital implementation process and decision making to policy makers.

The survey result indicated that airline need to make special attention to deliver good customer services to passengers for improve the service quality of the airline operation.

Index Terms – Airport Technology, Self Service Technology, Service Quality, Airport Digitalization

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List of Abbreviations

AR - Augmented Reality

ATM - Automated Teller Machines

CUSS - Common Use Self Services

IATA - International Air Transport Association

IoT - Internet of Things

ISO - International Organization for Standardization

IT - Information Technology

NOTAM - NOTice To AirMen

SBU - Strategic Business Unit

SLA - SriLankan Airline

VIF - Variance Inflation Factors

VUCA - Volatility, Uncertainty, Complexity, Ambiguity