

**A Study on Revenue Generating Performance of Sri Lanka
Transport Board (SLTB) with special Reference to Kalmunai and
Batticaloa Depots**

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Abstract

This study focused on analyzing the revenue generating performance of Sri Lanka Transport Board (SLTB). The study has the question of “why the SLTB in Kalmunai and Batticaloa depots are facing losses over the past years?”, Hence, the objectives of the study are to find out the levels of revenue generating performance of SLTB and to find out the factors which influence on the revenue generating performance of the SLTB in Batticaloa and Kalmunai. Further, this study explores the ways to improve the revenue generating performance of the SLTB in respective depots. The data for this study is collected using questionnaires from the sample 50 managerial staff and 100 passengers of SLTB of both respective depots. Simple random sampling technique is used for selecting sample. The data is analyzed using the techniques of univariate analysis and cross-tabulation. The finding of study reveals that the both depots have moderate level in their revenue generating performance. Further, sub dimensions of revenue generating performance also falls into moderate level. They are financial management practices, managerial practices, employee satisfaction and customer satisfaction. This study suggests ways to improve the revenue generating performance of SLTB such as maintaining inventories at the optimum level according to operational activities, safeguarding buses effectively and motivating employees to rise up their job satisfaction.

Key Words: Revenue Generating Performance, Satisfaction.

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