

## THE IMPACT OF AGRICULTURAL ADVISORY SERVICE QUALITY ON FARMER SATISFACTION

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Agriculture plays a vital role in Sri Lanka's economy, with rice cultivation serving as a primary source of livelihood and food security for a significant portion of the population. The quality of agricultural advisory services is central to strengthening productivity, farmer well-being, and the overall sustainability of the agricultural sector. This study investigates the impact of advisory service quality, provided by Agricultural Research and Production Assistants (ARPAs) of the Department of Agrarian Development, on small-scale paddy farmers in semi-urban areas, specifically in the Niwandama and Yakkaduwa divisions of the Ja-Ela DSD, Gampaha District. This study analyzes how timeliness, accessibility, and the novelty of knowledge in advisory services contribute to farmer satisfaction. A structured questionnaire, supported by interviews and secondary data from Agrarian Service Centre records, was administered to a sample of 150 farmers selected through random sampling. Statistical tools, including correlation and regression analysis, were employed to evaluate the relationship between advisory service quality and farmer satisfaction. The findings revealed that farmers' satisfaction is strongly influenced by the responsiveness and accessibility of ARPAs, as well as by their ability to deliver innovative and up-to-date knowledge. However, recent records show an increase in farmer complaints, raising major concerns about timely and reliable support. This study concludes that strengthening advisory service quality is essential for addressing farmers' challenges, building trust in advisory services, and encouraging the adoption of modern and sustainable farming practices. Furthermore, it highlights the importance of improving farmer–advisor linkages and fostering better coordination between farmers and government institutions. The study provides both theoretical insights and practical implications for policymakers, development practitioners, and extension officers seeking to enhance the effectiveness of agricultural advisory systems. Ultimately, improving service quality can significantly contribute to greater farmer satisfaction, higher productivity, and sustainable semi urban area agricultural development in Sri Lanka.