

Impact of Job Satisfaction of Employees on Customers' Satisfaction

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Abstract

Happy employees help to create happy customers. Job satisfaction of a company's employees is an important driver of customer satisfaction. Job satisfaction has vital role in the modern days' organizational management policies. The present study investigates this relationship between job satisfaction of employee and satisfaction of customers. The theoretical justification for a positive impact of employee's job satisfaction on customer satisfaction is based on the concept of quick decision making and support. Primary data was collected using questionnaire developed for each category of customers and employees. Total of 40 respondents were included. 20 samples were randomly selected from the employees. 20 samples were randomly selected from the customers at commercial bank Ltd in Jaffna. Employee's job satisfaction and customer satisfaction indices, percentage, Correlation and Regression analysis were the main tools used in the analysis. The findings of the study showed Employee's job satisfaction leads to quick decision making that leads to customer's satisfaction. Therefore, employee's satisfaction is important to satisfaction of customers.

Key words: Job Satisfaction, Customer satisfaction.

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