

SERVICE CLIMATE AND SERVICE ORIENTATION OF EMPLOYEES IN BANKS IN PUTTALAM DISTRICT



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ABSTRACT

Sri Lanka's commercial banking sector consist of 13 local banks and 12 foreign banks. From the overall banking sector, private sector domestic commercial banks hold 45% of the market share and two of the giant state banks hold 46% the efficiency and productivity of banking industry sector, service climate and service orientation of employees are important requirement for the development of the banking industry. Service climate is "employee perceptions of the practices, procedures, and behaviors that get rewarded, supported, and expected with regard to customer service and customer quality. Service oriented employees have been described as attentive, pleasant and responsive to customer's need, which, in turn, leads to better customer service. So banking industry wanting to improve their services to customers should be inspired to find that individual customers with this definition. This survey was designed to report on service climate and service orientation of employees in banking sector (special reference to Puttalam District).

Cross – sectional survey using structured questionnaire was used to collect data from to 250 employees in selected bank's employees in Puttalam District and all the items in the independent and dependent variables were tested through reliability test to ensure the consistency of the scale used to descriptive statistics was carried out the results show in service climate, customer orientation, managerial support, work facilitation and service orientation of employees. Univariate analysis was carried out and the results show moderate level service climate and moderate level service orientation of employees. The correlational analysis was carried out and the result indicated there was a high positive correlation between service climate and service orientation of employees in banking sector. The regression analysis was carried out and the result indicated service climate has a positive impact on service orientation of employees in banking sector. This informs service managers of the necessity to understand how employees value service quality when designing and implementing practices concerning service quality improvement. Findings of this study are useful to further develop the service climate within the banks and improve the service orientation of employees in banking sector in Puttalam District.

Keywords: *Service Climate, Customer Orientation, Managerial Support, Work Facilitation, Service Orientation of Employees*

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