

**“THE RELATIONSHIP BETWEEN EMPLOYEE CUSTOMER  
ORIENTATION AND SERVICE QUALITY IN  
TELECOMMUNICATION INDUSTRY IN BATTICALOA  
DISTRICT”**



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## ABSTRACT

The telecommunication companies that will stand stiff on their feet will be the ones that will be able to differentiate themselves distinctly on the basis of service quality. The telecom players need to understand well, the perceptions of service quality of customers and their expectations. With the performance of service personnel often constituting a major element of a service, the customer orientation of service personnel is often regarded as a main determinant of service firms' success.

This study explains the relationship between employee customer orientation and service quality. Dimensions used in this study for the employee customer orientation include four dimensions such as technical skills, social skills, motivation, decision making authority and service quality include five dimensions such as tangibility, empathy, reliability, responsiveness and assurance.

Respondents are selected using stratify random sampling method and primary data were collected from 337 customers who are using the selected six mobile networks. The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analysis.

The findings indicate that there is a high level of employee customer orientation and service quality among telecommunication industry in Batticaloa district. And also, the results showed that there is a strong positive and significant relationship between employee customer orientation and service quality. Further, findings of this study revealed that customer orientation significantly and positively impact on service quality among telecommunication industry.

These findings should be very useful for the telecommunication companies improve their service quality through the employee customer orientation that seeks to attract, satisfy and retain customers in the rapidly changing and competitive environment. Therefore, Results suggest that there is a significant influence of customer orientation on service quality, which in turn influence service recovery performance and turnover intentions. The research offers insights into improve service quality, which have on influence on customer attraction, satisfaction, retain and getting new customer.

**Keywords:** *Employee customer orientation, Service quality*

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