

**THE IMPACT OF FRONTLINE EMPLOYEES' COMPETENCY
ON CUSTOMER SATISFACTION: A STUDY ON HOTEL
INDUSTRY IN BATTICALOA DISTRICT**



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ABSTRACT

Tourism can make a great impact on development of Sri Lankan economy. Within the tourism, hotel sector has a significant role to play, because that is the main sector of tourism that provides accommodation and hospitality service to the tourists. So the hotel sector plays a big role in the economy.

In the context of Sri Lanka, difficult to find empirical studies on the topic of impact of frontline employees competency on customer satisfaction in hotel industries. Hence, this study attempts to fill this knowledge gap. There for the aim of this study was to analyze, (1) Relationship between Frontline Employees' Customer Service Competency (CSC), Interpersonal Communication Competency (ICC), Emotional Understanding Competency (EUC) and Customer Satisfaction (CS). (2) Impact of Frontline Employees' Competency (FEC) on customer satisfaction in hotel industry in Batticaloa district.

Structured questionnaire was used as the method of data collection and 250 foreign and 250 local customers selected as sample out of 56100 foreign customers and 27160 local customers based on the average of annual customers' arrivals in 2017. Researcher considered five hotels name as Sunrise by Jetwing, Sun Aqua Pasikudha, The Calm Resort & Spa, Laya Waves and Anilana Pasikudha. Non probability sampling method used to make the sampling frame of the study. The data were analyzed using descriptive statistics, correlation, and regression analysis.

The result indicated that, the level of frontline employees' competency, customer service competency, interpersonal communication competency, emotional understanding competency and the level of customer satisfaction were high level. Also result indicated, significant and positive relationship between frontline employees' customer service competency, interpersonal communication competency, emotional understanding competency and the customer satisfaction. Finally the results reveal that frontline employees' competency have impact on customer satisfaction.

Keywords: Frontline Employees' Competency, Customer Service Competency, Interpersonal Communication Competency, Emotional Understanding Competency and Customer Satisfaction.

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