

**THE STUDY ON INFLUENCE OF EMPLOYEE REWARD  
SYSTEM ON SERVICE QUALITY OF SAMURDHI BANK  
TRINCOMALEE DISTRICT**

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## ABSTRACT

This study was measuring the “ **study on influence of employee reward system on service quality of Samurdhi bank in Trincomalee district**”. In the modern world, there are several competitions among the service providing organizations especially in banking sector. For providing the better customer service is also depending on the employee’s best service, in this cycle reward system is take a part on the employee’s service.

Samurdhi is one of the public service banking sector in Sri Lanka. In this context, this research was conducted to identify whether there is any influences of reward system on service quality of Samurdhi bank in Trincomalee district. It was evidence from the findings that the relationship between rewards system, which are now on active and the quality of services that are offering at Samurdhi bank branches in Trincomalee district is moderately low.

The study included intrinsic reward and extrinsic reward as two independent variables, and tangible, reliability, responsiveness, assurance, and empathy as five dependant variables. To measure these research variables data collected from a sample of 50 Samurdhi bank staffs and 120 benefishers in Trincomalee district. Research variables information measure through the structured questionnaires. In the research process to analyze the collected data researcher uses the statistical package for social science (SPSS16.0).

The findings showed that the relationship between rewards system and the quality of services that are offering at Samurdhi bank branches in Trincomalee district is in low level, not in moderate level or high level.

Therefore, Samurdhi bank branches in Trincomalee district have to improve rewards offering system to provide better service quality in future.

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