

**EMPLOYEES' BEHAVIOR AND ITS EFFECT ON CUSTOMER
RETENTION IN MULTINATIONAL FAST FOOD RESTAURANT IN
SRI LANKA
(SPECIAL REFERENCE TO KFC AND BURGER KING
RESTUARANTS IN COLOMBO DISTRICT)**

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Abstract

This study is to determine the effect of employees' behavior on customer retention based on multinational fast food restaurants in Sri Lanka. Data were collected from two fast food facilities namely Kentucky Fried Chicken (KFC) and Burger King. This study data were collected under the convenient sampling method. In order to 200 samples selected from Colombo district. Questionnaires were given out to customers who have just exited the said establishments. A questionnaire with a Likert scale rating 1-5 was used. Data was collected through self-administered questionnaires. The descriptive static, correlation and regression were used to analyze data.

Accordingly, findings of this research study; there has very strong positive relationship between employees' behavior on customer retention of multinational fast food restaurant in Sri Lanka (Special reference to KFC & Burger King Restaurant in Colombo district). Customer retention has a moderate positive relationship with ethical behavior and customer orientation within other dimension of employees' behavior and also customer retention and listening behavior has very strong positive relationship. Overall critical success factors significantly positively impacted on customer retention. Employees' behavior dimension highly impacted on customer retention and also ethical behavior significantly positively impacted on customer retention, listening behavior is strong positively impact on customer retention and customer orientation is positively impact on customer retention in fast food industry. The customer retention of the fast food industry is very important to the Sri Lankan tourism sector and competitive economy. Hence this research concern how to maintain long term relationship between employees' behavior and financial performance of multinational fast food restaurant in Sri Lanka.

Key Words: Employees behavior, Ethical behavior, Listening behavior, Customer orientation, customer retention, fast food.

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