



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

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MASTER OF SCIENCE IN SERVICE MANAGEMENT

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**IMPACT OF ORGANIZATIONAL COMMITMENT ON SERVICE
QUALITY OF BANKING SERVICE EMPLOYEES
IN COVID-19 PANDEMIC:
SPECIAL REFERENCE TO ABC BANK IN SRI LANKA**

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Abstract

This research study seeks to uncover and offer a greater knowledge and interpretation to the effect of organizational commitment and its three dimensions on the employee service quality and link among organizational commitment and employee service quality in the banking service context during COVID-19 pandemic. In order to do this, empirical research is examining associations between three aspects of organizational commitment (affective, continuance and normative) and the level of service provided by banking service employees. Further, demographic factor, length of service evaluated for moderating role on the correlation among organizational commitment and employee service quality also evaluated in this study. Hypotheses were developed to explore the impact of the organizational commitment components and employee service quality with accordance to the past literature.

Data collection was done by sharing a self-administered questionnaire with selected sample of employees in ABC Bank in Sri Lanka of 370. since all 370 completed responses were received, response rated was 100% and none of missing data were observed. The research results were analyzed utilizing IBM SPSS 22.0 analytical software. Finding of the research study showed that all the three organizational commitment dimensions are having $P \leq 0.01$ and express a highly and significant - positive impact on the service quality of employees. With highest beta value of 0.387 normative commitment was the highest influencing factor to the employee service quality. Data analysis discovered that moderating effect of length of service was insignificant.

Correspondently, this finding reveals that employee's commitment can be identified as a crucial factor to determine the quality of service especially in unexpected occasions. Thus, provide practical recommendations on to buildup committed employees to deliver service in better quality in order to easily adopt in to new normal situations ahead.

Key Words: Organizational commitment, Affective commitment, Continuance commitment
Normative commitment, Service quality

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