



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University of Colombo

HIGHER DIPLOMA IN SERVICE MANAGEMENT

HDSM 2005 – Executive Report

**EMPLOYEE SATISFACTION IS AN IMPORTANT FACTOR FOR AN
ORGANIZATION TO MAINTAIN ITS CUSTOMER LOYALTY AND
LONGEVITY**

THIS EXECUTIVE REPORT IS SUBMITTED AS A PARTIAL FULFILMENT OF THE

HIGHER DIPLOMA IN SERVICE MANAGEMENT

IN THE

INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University of Colombo

NAME : K A U S KUMARAPELE

REGISTRATION NO : IHRA/HDSM/06/21

INDEX NO : HDSMS 013

DATE OF SUBMISSION : 2023/12/28

Table of Contents

1.0	Introduction.....	1
1.1	Background of the study	1
1.2	Research Problem	2
1.3	Objectives	3
1.4	Significance of the Study	3
1.5	Structure of the study	4
2.0	Literature Review.....	5
2.1	Introduction to Employee Satisfaction.....	5
2.2	Theoretical Framework	6
2.2.1	Social Exchange Theory	6
2.2.2	Service Profit Chain.....	7
2.2.3	Organizational support Theory	8
2.3	Employee Satisfaction and customer loyalty	8
2.4	Employee satisfaction and organizational longevity	9
3.0	Methodology	11
3.1	Research Design.....	11
3.2	Population, Sample and sampling technique	12
3.3	Data Collection	12
3.4	Data Analysis	13
3.5	Conceptual Framework.....	14
3.6	Ethical consideration of the study.....	14
4.0	Data Analysis	15
4.1	Response Rate.....	15
4.2	Demographic Factor Analysis.....	15

4.3 Descriptive Analysis	16
4.4 Correlation Analysis	17
5.0 Conclusion	20
5.1 Summary of the study	20
5.2 Discussion of the objectives.....	20
5.3 Practical Implications of the study.....	21
References.....	23

Tables

Table 1: Gender.....	15
Table 2: Age.....	15
Table 3: Experience	16
Table 4: Descriptive Statistics	17