

**IMPACT OF EMPLOYEE EMPOWERMENT ON CUSTOMER  
SATISFACTION IN BANKING INDUSTRY (SPECIAL  
REFERENCE WITH KORALAI PATTU DIVISIONAL  
SECRETARIAT AREA)**



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## ABSTRACT

Customer satisfaction philosophy emerges as one of the most important practices in the Organization. This research highlights the importance of Customer satisfaction through making the customer's interest the first priority and concern for employees. As a result, long-term, mutual, and profitable relationships can be established between all parties.

Frontline employees play an excellent role in mediating the relationship between clients and service providers. Findings reveal that both forms of empowerment have a positive and significant impact on customer satisfaction

It is in line with this that this research explored the following objectives to identify the level of employee empowerment, as well as to examine the relationship between employee empowerment and customer satisfaction in banks in koralaipattu divisional secretariat area

Only Four dimensions of structural empowerment (communications, training, authority delegation and knowledge and skills) have a significant positive impact on the dependent variable this study offers new insights into the existing literature and provides implications and directions for future research

A sample size of about 200 was adopted from the five banks which were selected at random. Furthermore, the data obtained were analyzed using simple percentage and presented in tables and charts, the hypothesis which states that: there is no significant relationship between employee empowerment and customers' satisfaction was supported following a z-test analyses of population proportion earlier conducted.

This implies a positive relationship between employees' empowerment and customers' satisfaction in banks in koralaipattu divisional secretariat area. This study offers new insights into the existing literature and provides implications and directions for future research.

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