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***Examination of factors
affecting organizational
performance in the public
sector organizations with
special reference to motivation
of employees***

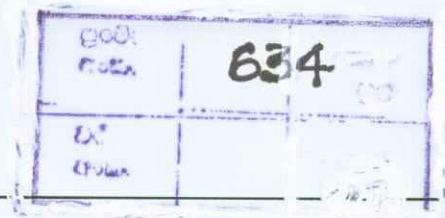


BY

**S.M.D.K.JAYASINGHE
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ABSTRACT

This is a phenomenological research study within the perspectives of Human Resource management & service marketing concepts by which deductive approach was used to collect views of respondents.

Two-stage stratified sampling technique was employed to select the elementary units of the sampling frame, in which empirical evidence were obtained from the service renders (employees) and service recipients (customer those who had lodged their grievances at the Divisional Secretariat).

Questionnaire No.1, which was administered among the service providers with structured upon the service characteristics and the four service provider gaps was used as the primary concept of the present research.

Questionnaire No.2, which was administered among the selected service recipients with structured on the perceived service quality and service satisfaction on the Organizational performance and the level of capability relating to service delivery, willingness to help customer to provide a prompt service to convey the trust and confidence and individualized attention to the customer needs. The concept was also used in the present research.

Lickert score mean and the standard deviation were used to check the level of significance of each factor influencing the operational performance of the public service. Regression Analysis was used to find the strength of each independent variable which the operational performance was the y variable (dependent variable) of the Research Model.

Research finding revealed that grater proportion of organizational performance depends on the amount of responsiveness of the officers of the service. Study further indicates that physical & logistical facilities such as vehicles, communication channels and other comforts must be provided to the officers to enhance the operational performance of the service, resultant to the greater service encounter satisfaction.

It was found that a greater proportion of performance improvement depend on the provision officers with conceptual background relating to the service marketing & employee motivation.

It was also evident that a significant amount of organizational performance can be improved through systematic training with employee motivation on service marketing concepts.

As such, new culture should be embedded in the Divisional Secretariat to improve the operational quality with organizational performance thus post service satisfaction of customer will be accordingly improved.

