

The Impact of Organizational Citizenship Behavior on Customer Loyalty: A Study of Employees in South Asia Textile (Pvt) Limited

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The main purpose of this study is to identify the impact of employee organizational citizenship behavior on customer loyalty in South Asia Textile (Pvt) Ltd. The study utilized a quantitative methods and it is cross-sectional study. This is an explanatory research and survey technique is followed. Standard questionnaire was used to collect data. To analyze data SPSS (Statistical Package for the Social Science) was used. Pearson correlation and multiple regression analysis were used as analytical tools. Findings revealed that there is a positive relationship between employee organizational citizenship behavior and customer loyalty. Further, regression analysis showed that there is a minimum impact on organizational citizenship behavior on customer loyalty. The study helps to identify the areas of what are the most facilitating components for the customer loyalty in order to increase their loyalty.

Keywords: *Organizational Citizenship Behavior, Sportsmanship, Civic Virtue, Conscientiousness, Altruism, Customer Loyalty*

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