

IMPACT OF ABUSIVE CUSTOMER BEHAVIOR ON EMPLOYEE JOB SATISFACTION OF FRONT-LINE BANKING EMPLOYEES: WITH THE MEDIATION EFFECT OF THE JOB STRESS

Jayasekara, A.M.D.M.¹ and Wijewantha, P.²

The purpose of this study is to identify the impact of abusive customer behavior on job satisfaction of frontline banking employees with the mediating effect of job stress. There are so many industries in Sri Lanka have lot of job satisfaction issues. Among them hospitals and service industry such as banks, hotels, airlines, and restaurant industry are always dealing with customers because of that they feel stress due to abusive behavior of customers. There is a lack of research related to the impact of abusive customer behavior on employee job stress and job satisfaction in the banking industry considering the other industries. This study intends to contribute to filling the theoretical and empirical gap in existing literature. Hence this was a quantitative and cross-sectional study which was based on an organization in the banking industry employees. Data was collected through a structured questionnaire using a convenience sampling technique. A survey was applied to a sample of 86 collaborators who work in branches of regional development bank and 83 responses were received. Correlation analysis and simple regression analysis were used to measure the relationship and to test the advanced hypotheses of the study by using Statistical Package for Social Sciences (SPSS). In line with the result of this study, there is a negative impact on abusive customer behavior on job satisfaction, there is a positive impact on abusive customer behavior on job stress, there is a negative impact on job satisfaction and job stress Partially mediate the relationship between abusive customer behavior and job stress. Moreover, the findings may be useful for the professionals in the same industry as well as others to get insights from the recommendation of the problem analyzed.

Keywords: *Abusive Customer Behavior, Job Stress, Job Satisfaction*

¹ Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [dewanjalie@gmail.com]

² Senior Lecturer (GI), Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [prabhashini@kln.ac.lk]