

**The Relationship between Employee Job Satisfaction, Turnover and Customer
Interaction in Private Sector of Georgia**

Liana Satsradze

Sopiko Lomtadze

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Academic Supervisor: Tamar Jinchveladze

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Contents

Abstract	1
Chapter 1. Introduction	3
1.1 <i>Need for the study</i>	5
1.2 <i>Research aim and research questions</i>	7
1.3 <i>Thesis Structure</i>	8
Chapter 2. Literature review	10
2.1 <i>Job satisfaction of employees</i>	10
2.2 <i>Customer Experience and HRM</i>	14
2.3 <i>Employee Satisfaction and Customer Satisfaction</i>	16
2.4 <i>Employee development and Employee Satisfaction</i>	19
2.5 <i>Turnover Rate and Customer Satisfaction</i>	20
Chapter 3. Methodology	22
3.1. <i>An overview of the research design</i>	23
3.2. <i>Sampling strategy and population</i>	23
3.3 <i>Sample size and area:</i>	24
3.4 <i>Data Collection instruments</i>	24
3.5 <i>Methodological strengths</i>	26
3.6 <i>Methodological limitations</i>	26
3.7 <i>Sampling Strategy and Sample Characteristics</i>	27
Chapter 4. Research Findings	37
4.1 <i>Job Satisfaction Levels</i>	37
4.2 <i>Relationship between Customer Satisfaction and Employee Satisfaction in Hospitality Sector</i>	42
4.3 <i>Turnover Rate and Employee Satisfaction / Turnover rate and Customer Satisfaction</i>	44
<i>Relationship between Employee Job Satisfaction and Customer interaction in trade/retail</i>	48
<i>Relationship between Employee Job Satisfaction and Customer interaction in esthetic service</i>	51
Chapter 5. Discussion and Conclusion	52
5.1 <i>Summary of key findings</i>	52
<i>Employee job satisfaction levels according to sectors</i>	52
<i>Customer interaction within the scope of customer satisfaction</i>	53
<i>Personnel development as reinforcement of JS and CI interaction</i>	54
<i>Turnover rate and employee job satisfaction</i>	54
5.2 <i>Conclusion</i>	55

<i>5.3 Limitations of the study</i>	56
<i>5.4 Practical implications and further research</i>	57
References	59
Annexes:	64

List of Tables

Table 1 - Copyright of Justin Field's Job Satisfaction Model	14
Table 2 - Demographic Data of the Sample	28
Table 3 – List of Questions Asked to the Respondents according to Factors	39
Table 4 - Regression Analysis of the Hospitality Sector Company	44

List of Figures

Figure 1: Conceptual model of the thesis	21
Figure 2 Number of surveyed Employees according to their age	29
Figure 3 - Age of Employees of Hospitality Industry	29
Figure 4 - Age of Employees at retail sector	30
Figure 5 - Age of Employees at Esthetic Service Sector	30
Figure 6 - Area of Service of 103 Employees.....	31
Figure 7 - Working Experience at current job for overall interviewed respondents	32
Figure 8 - Working Experience at current job of the surveyed employees under hospitality sector	32
Figure 9 Tenure of Employees in Retail Industry.....	33
Figure 10 - Tenure of Employees in Esthetic Service Industry	33
Figure 11 - Overall Positions of Surveyed Employees	34
Figure 12 - Positions of the employees in Hospitality Industry.....	35
Figure 13 - Positions of the employees in Retail Industry	35
Figure 14 - Positions of the employees in Esthetic Service Industry.....	36
Figure 15 - Job Satisfaction Factors in Hospitality Sector	40
Figure 16 - Age & job Satisfaction in Hospitality Sector.....	41
Figure 17 - Positions & Job Satisfaction in Hospitality Sector	41
Figure 18 - Tenure & Job Satisfaction in Hospitality Sector	42
Figure 19 - No linear relationship between employee satisfaction and customer satisfaction.....	43
Figure 20 - Relationship of Turnover Intention and turnover rate considering training and development within the selected sectors	45
Figure 21 – Overall Job Satisfaction Factors in selected retail sector	46
Figure 22 – Age & Job Satisfaction in Retail Sector	47
Figure 23 – Position and Job Satisfaction in retail sector.....	47
Figure 24 – Tenure and Job Satisfaction in the selected Retail Sector	48
Figure 25 – Overall Job Satisfaction Factors in Selected Esthetic Service Sector.....	49
Figure 26 – Age of Employees and job satisfaction in selected esthetic service sector	50
Figure 27 – Position and Job Satisfaction in the selected Esthetic Service Sector	51

Abstract

In the past decades service sector has shown fast growth in the global economy. Globally, the sector is providing more than sixty percent output and quite a lot individuals are employed in service industries (research journal of commerce and business management, 2015).

Customer satisfaction represents a major goal for multiple service providing companies in Georgia. As service is delivered through employees of organizations, Human Resource is the most important asset for multiple companies and it represents a significant source in order to achieve competitive advantage. As management of employees can be considered more challenging than operation of several technologies, or capital, effective HRM system is required to be built in any company.

The hereby research tries to evaluate customer interaction on the basis of studying companies in hospitality, retail and Esthetic service sectors as a significant part of customer satisfaction as a result of communication between front line employees and customers. The thesis tries to evaluate relationship between employee satisfaction and customer satisfaction, besides it tries to figure out how several factors (wage, promotion, supervision, benefits, contingent rewards, operating conditions, and coworkers, nature of work, training and development) impact employee satisfaction and figure out if turnover rate of the company affects employee satisfaction and finally customer satisfaction. Total 103 employees and 103 customers were studied under the study throughout Tbilisi, Georgia.