

## **The Impact of Customers' Perceived Level of Employee Diversity on the Customers' Loyalty at Regional Development Bank**

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This study mainly discover about The Impact of Customers' Perceived Level of Employee Diversity on the Customers' Loyalty at Regional Development Bank. In here researcher consider four diversity characters of employee i.e. Diversity of Age, Diversity of Gender, and Diversity of Language & Diversity of Nationality. The main objective of this study is to identify the impact of employee diversity on the customer loyalty in banking sector organization. Researcher used standard questionnaire for data collection. 100 Regional Development Bank customers represent as a research sample from five Regional Development Bank branches. Then researcher data analyzed descriptively using Frequencies, Tables & figures. Outcome of this study is that there is a Positive Impact of Customers' Perceived Level of Employee Diversity on the Customers' Loyalty at Regional Development Bank. Finally, researcher recommended that Banks' top management must take decision about increasing employee diversity in the bank as it helps to achieve organization goals and objectives, increase business profitability level & utilizing competitive advantages.

***Keywords:*** *Banking Industry, Customer Loyalty, Employees Diversity*

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