

# **The Impact of Employee Empowering Leadership Behavior on Customer Loyalty with Special Reference to Banking Sector**

**W M Lakmali**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*  
*lakmaliw\_bm16221@stu.kln.ac.lk*

**Nisal Gunawardane**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*  
*nisalgunawardane@kln.ac.lk*

The employee involvement in business sector considered as an important element which contribute for the enhancement of business performance. Theories of empowering leadership behavior discussed about the employee empowerment aspect which its relationship towards customer satisfaction and loyalty is yet to investigate thoroughly. Hence this research aims to analyze the influential behavior of employee empowering leadership behavior towards customer loyalty. The reviewed literature supported to develop an integrative research model, and it was tested by using the data collected from 211 followers who obtain banking service, through an online survey. The findings of the study demonstrated a significant impact of employee empowering leadership behavior on the customer loyalty.

**Keywords:** *Customer Loyalty, Employee Behavior, Empowering Leadership Behavior, Sri Lanka Banking, Sri Lanka Western Province*