

ABSTRACT

The Garment Industry in Sri Lanka has grown rapidly during the last two decades supported by the steady demand through quota availability and low cost labour. The industry has assumed a great significance in Sri Lanka's economy. It contributes to the economy in many ways such as employment generation; increase the government earnings, foreign exchange earnings and developing infrastructure facilities in regional areas. The apparel industry is now facing several challenges. The foremost challenge is the stoppage of the quota system in 2005 increasing competition in the world market. To face this severe competition with other countries, the industry should have the ability to improve the productivity, performance through reduced labour cost per unit, and by improving the service quality.

The empirical study is an attempt to identify the impact of work attitude and organizational learning culture on perceived internal service quality of managerial level employees at large scale garment industries in Sri Lanka. The factors are job satisfaction, organizational commitment, job involvement (work attitude) and organizational learning culture.

The conceptual model was formulated for relationship of Job satisfaction, Organizational commitment, Job involvement and Organizational culture with internal service quality.

Research setting for this study is the large scale garment industries of Sri Lanka located in the western province. Unit of analysis was at individual level of the managerial level employees. There were approximately 400 managerial level employees in all ten factories. A sample size 250 managerial level employees were selected for the study.

Data analysis was done using the software SPSS version 11.5. Reliability analysis was conducted to determine the internal consistency of the scales. Univariate, Bivariate and Multivariate analysis were carried out. Hypotheses were tested using Correlation and Regression analysis.

Results reveal that there are positive significant relationships between Job satisfaction - internal service quality, Organizational commitment - internal service quality, Job involvement - internal service quality and Organizational culture with internal service quality significant at $p=0.01$. Regression model excludes the Organizational commitment as predictor of internal service quality.

The finding of this study can be applied to improve the internal service quality of managerial level employees by creating a pleasant work environment in the organization.