

THE IMPACT OF RECRUITMENT, TRAINING AND PERFORMANCE APPRAISAL ON CUSTOMER SATISFACTION

BY

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Abstract

Purpose: Human Resource Management (HRM) is an important organizational function. Employees are the key assets of any company that can help in achieving organizational objectives; therefore, it is important to effectively manage them. The purpose of this research was to determine the impact of HR functions including recruitment, training and performance appraisal on customer satisfaction and how these different HR functions can help in ensuring superior customer satisfaction by using three main functions: recruitment and staffing, training and development and performance management.

Method: primary research was conducted by using questionnaire survey. The sample size comprises of 200 employees who were sent the questionnaire through email. Data was analyzed using Pearson Correlation through SPSS.

Results: Results of the study highlighted that there is a positive and significant relationship between HR functions and customer satisfaction if properly managed.

Conclusion: The conclusion can be drawn from this research that HR functional goals should be strategically aligned with organizational goals to improve customer satisfaction and remain competitive.

Keywords: human resource management, HR personnel, strategic goals, HR functions, training, recruitment, performance appraisal, customer satisfaction