

## **Job Empowerment and Customer Orientation of Bank Employees in Kuching, Malaysia**

Zorah Abu Kassim  
Open University Malaysia  
E-Mail: zorah\_abukassim@oum.edu.my

Irma Yazreen Md Yusoff  
Universiti Malaysia Sarawak  
E-Mail: myiyazreen@feb.unimas.my

Ngui Lee Fong  
Universiti Malaysia Sarawak  
E-Mail: Sharonfong87@hotmail.com

### **ABSTRACT**

Customer orientation and empowerment of bank employees is investigated, sample is 225 respondents. Methodology employed is descriptive, factor, correlation and regression analysis. Findings show autonomy, job constraint, education and seniority is significant empirically validating job empowerment as a factor. A customer-orientated culture leads to excellent customer services. Limitations; sample size, one industry focus and no interactive effects. Recommendations include other service industries, comparative studies and a nation-wide study.

Keywords: Empowerment, Customer Orientation, Bank Employees

### **BACKGROUND OF STUDY**

The financial services sector in Malaysia grew at an average 8.1 percent annually from 2001 to 2005 (Ninth Malaysia Plan, 2006-2010). The consolidation of the banking industry has led to strong banking groups providing customers with a wide range of competitive, innovative and customized financial products and services (Ninth Malaysia Plan, 2006-2010). Customer dissatisfaction issues have increased