

## **Abstract**

This undergraduate paper investigates the correlation between customer feedback and the dimensions of intrinsic motivation, job satisfaction and employee loyalty within the restaurant industry. Furthermore, the objective of the study was to examine the impact of employee motivation and job tenure on the correlation between customer feedback and job satisfaction, as well as employee loyalty, in the setting of restaurant employees. This study employed a quantitative deductive approach and used a survey questionnaire to investigate the existence and strength of the aforementioned relationships. The findings support the existence of a positive correlation between constructive customer feedback and job satisfaction and employee loyalty, reinforcing current literature. Conversely, destructive feedback has an adverse impact on both. However, results demonstrated that job tenure and motivation do not moderate the relationships between customer feedback and job satisfaction, as well as employee loyalty, with the exception of motivation being externally regulated. Managerial implications suggest strategies such as implementing effective feedback systems, providing training programs and counseling services, recognizing, and incentivizing employees, and assessing job satisfaction regularly. The study acknowledges limitations in terms of industry specific focus and data availability, and future research is recommended to bridge these gaps and explore additional factors affecting the relationship between customer feedback, job satisfaction, and employee loyalty.

Keywords: Intrinsic motivation, extrinsic motivation, constructive customer feedback, destructive customer feedback, job satisfaction, employee loyalty, job tenure