

IMPACT ON QUALITY OF SERVICE COMMITMENT THROUGH AN INTERMEDIARY ROLE ORGANIZATIONAL CITIZENSHIP BEHAVIOR (Case Study: Standard Organization Industrial Research of Iran)

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Abstract: The aim of this study was to evaluate the effects on service quality commitment through the mediating role of organizational citizenship behavior in an integrated model and empirical study of its theoretical basis. This research is based on the goal of the research is applied. In this study, questionnaires were used to collect the information and the reliability of the questionnaire through Cronbach's alpha was calculated and used questionnaires are "committed to working with the reliability of the questionnaire "0/766", organizational citizenship behavior Podsakoff with the reliability "0/846", SERVQUAL service quality questionnaire with reliability "0/960" the population used in this study consisted of 530 employees of the Standards and industrial Research of Iran. According to the results of research on the attitudes and role clarity can be positive as it will increase employee engagement and effective policies., But conflict is not and cannot communicate with a commitment to policies through political commitment to increase or decrease. Component examined five different dimensions of organizational citizenship behavior by Oregon, including propriety (courtesy), conscientiousness altruism, civic virtue, the chivalry people" as a positive influence on the quality of their services and can increase it.

Key words: Conscientiousness, propriety, altruism, chivalry, civic virtue

1. INTRODUCTION

The market economy has varied and substantial than before. Organizations and businesses around the world are trying to achieve through the unique advantages compared to other competitors to gain a privileged position. On the other hand,

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customers and consumers are always looking for us a ready product to offer better service. (Theodorakis N, 2004)

Due to increasing competition among service firms and businesses worldwide, relationship marketing as a suitable method for establishing and maintaining long-term relationship with customers considered as services offered is quite a different form of services rather it are difficult, so a large number of service companies and businesses in the relationship marketing approach and implement its foundations have been inclined (So SL M & Speece M, 2000). The basic principle of marketing is based on mutual values include creativity, trust and commitment, the higher the level of customer satisfaction of Artbat- not just product or services, the greater the likelihood of customer loyalty, long service or product, champions, were. Parasuraman says that the perceived quality of the customer's judgment about the superiority or advantage of an object. Perceived quality is a form of attitude, but it is not associated with satisfaction and compares expectations with perceptions of performance will result. (Daghbndan, 2010) It is important to know how we can improve the quality of customer satisfaction (Ranjbarian, & Azaad, 2010). Marketing researchers still have not agreed on a universal definition of customer satisfaction. Although it has been discovered structures (Oliver R. L, 1980 November). In this regard, given that what can help increase customer satisfaction for more and more necessary and important. (Kazemi, 2010)

Overall, this study seeks to answer the question:

Is the employee commitment to organizational policies and provide quality services in the Standards and Industrial Research of Iran, there is a relationship?

Questions and Research Hypotheses

The main research question

1. Is the employee commitment to organizational policies and provide quality services affect?
2. Employee Engagement policies have an impact on organizational citizenship behavior?
3. Is the employee's commitment to providing quality service policies through organizational citizenship behavior on there?
4. Organizational citizenship behavior has an impact on providing quality service?

Secondary research questions

1. Are the attitude and commitment to organizational policies affect?

2. Are the role and obligation of transparency has an impact on organizational policies?
3. The role conflict and organizational commitment has an impact on policy?
4. Is politeness (courtesy) an impact on providing quality service?
5. The person altruism has an impact on providing quality service?
6. Does one's duty to provide quality services affect?
7. Is the civic virtue of the provision of quality services affect?
8. Chivalry individual has an impact on providing quality service?

Research Hypotheses

The main hypothesis of the research

1. Employee commitment to organizational policy on service quality has a positive impact.
2. Employee Engagement in policy has a positive impact on organizational citizenship behavior.
3. Employee Engagement policies through organizational citizenship behavior have a positive impact on service quality.
4. OCB has a positive impact on service quality.

Secondary research hypotheses

1. The attitude of commitment to organizational policies had a positive impact.
2. Transparency of the commitment to organizational policies had a positive impact.
3. Conflict of commitment to organizational policies had a positive impact.
4. Politeness (courtesy) a positive impact on service quality.
5. Altruism a positive impact on service quality.
6. Conscientious People had a positive impact on service quality.
7. Civic Virtue person has a positive impact on service quality.
8. Chivalry People had a positive impact on service quality.

2. THEORETICAL FOUNDATIONS AND LITERATURE

2.1 Literature

Arlen (2003) in a study called "organizational citizenship behavior and quality of customer service," with particular criteria of performance level group analysis and

customer service quality has studied the specific unit. The number of units of the chain stores have been chosen. Employees of the department store chain to 15 OCB to measure three dimensions of altruism, loyalty and help from external customer's questions and Customers also different sectors typically based on different aspects of quality of services provided have been graded. A total of 249 units with at least 5 employees, "at least for a group of people" variables have replied. The findings show that two variables, loyalty and help from external customers by 4 of the quality of service "communion, emergency services, knowledge, quality products and services" have a significant relationship. (Arlene Niles & Jolly Kathryn, 2003)

David Martin Ruiz (2004) in a study entitled "The impact on customer loyalty, organizational citizenship behavior" that the survey questionnaire has four hypotheses are formulated as follows:

In this study to measure organizational citizenship behavior Tett and Meyer 1997 used model, which has four dimensions of chivalry, mineral virtue, loyalty and altruism and to measure service quality SERVQUAL model that has 22 items and five 'physical appearances tangibles, responsiveness, reliability, assurance and empathy "is used to measure customer satisfaction Maloles 1997 model includes 9 items used to measure behavioral intentions and ultimately customers Zeithamel 1996 model in four dimensions:" references, repurchase, price sensitivity and protest behavior "has been developed. The results suggest that organizational citizenship behavior staff satisfaction and customer satisfaction, customer behavioral intentions and positive impact and service quality and organizational performance in this study also had a significant positive correlation between the organizational citizenship behavior, and organizational performance is no relationship. (Martin Ruiz David, 2004)

2.2 Research background:

1. Research carried out by Haghghi and others in 2003, with the theme "service fidelity effects of service quality and customer satisfaction as a mediator," the results of which are as follows:

To determine the quality of services provided by the Bank and also examines the relationship between service quality, satisfaction and loyalty are. The researchers concluded that exceed customer expectations in all aspects of their perceptions of the performance of the bank, and the bank's performance has been weak in the eyes of respondents.

2. Research conducted by Tabarsa and colleagues in 2010 entitled "Factors affecting organizational citizenship behavior in a military hospital," the results of which are as follows:

The findings suggest that the two-track job satisfaction and job satisfaction, trust only the impact of organizational justice on OCB is fully approved.

3. Research carried out by the Farhangi and others in 2006, with the theme "Spirituality in the workplace and their role in improving organizational citizenship behavior," the results of which are as follows:

Researchers have suggested that organizational citizenship behavior of employees is defined behaviors that are not part of the official duties directly from the official system of bonuses, but the organization is not intended to increase the effectiveness of the organization.

3. THE DEVELOPMENT OF HYPOTHESES AND CONCEPTUAL MODEL

Altogether, theories and empirical research findings cited research provided the theoretical model.

The study was based on the theory that environmental factors play a role Levin 1951, the outstanding principal and the reactions of the various phenomena based on a model-based testing to assess the organization's commitment to policies, which are supposed to influence attitudes, transparency and conflict of commitment to the organization's policies (political commitment) review and on the other hand, the impact of the policy commitment on organizational citizenship behavior (OCB) is specified.

Service quality: The quality of a product or service of its compliance with the standards defined for that product or service. Another definition is meant to meet the needs of quality to the consumer. (Kakhaki, & Pour, Winter 2007)

Variable in this study to measure the quality of service is SERVQUAL model using the following conceptual and operational definition is:

This model tries through gap analysis and customer perception of service quality, measure and evaluates the quality of services provided to the five dimensions that include:

- Tangible: The equipment and physical tools in the work place and the employees.
- Ratings: Ability to perform the promised service quality and on time to completely correct answers to questions and showing interest in learning experts and professors involved so that customer expectations are met. (Abbas Pour Esfeden Gh, Shojaea A.A, & Shiri M, 2010 Summers)
- Accountability: the willingness of experts and professors to help customers and learners. (Ibid)

- Guaranteed: knowledge, skill and competence of staff and the organization in the sense of confidence to the customer (ibid)
- Empathy: Empathy with customer proximity and individual attention to him and trying to understand customer needs and provide them (ibid)

A commitment to policy: Porter and his commitment as a relative degree of identification with the organization, participation and involvement in a particular organization define. (Porter LW, Steers RM, Mowday RT, & Boulian PV, 1974).

OCB: Basic research in the field of organizational citizenship behavior was more to identify the responsibilities and behaviors that employees were often overlooked. (Mostabsery & Njaby, 2008).

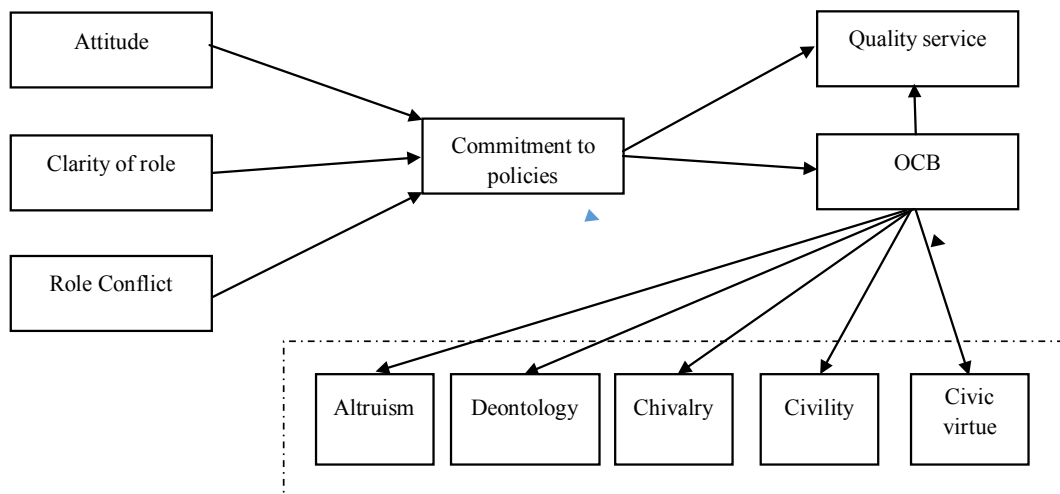
Attitude: Physiological tendency to induce a specific goal or no interest to pursue in good faith; (McNemar Q., 1946).

Roleclarity: The degree to which employees have a thorough understanding of the functions and performance in certain conditions. (Allen N. J, Mayer J. P, & Herscovitch L, 2001).

Perhaps the most prestigious division about different dimensions of organizational citizenship behavior is provided by Oregon that is used in different studies. These dimensions are:

Social customs (virtuous citizen) require the support of the administrative operations of the organization.

Figure 1: Conceptual model



Altruistic: to help the people completely voluntary and helping colleagues and staff to perform designated tasks in a manner far beyond what is expected to be referred. (Ahmadi P., Forouzandeh S., & Safari Kahreh M., 2010)

A work Ethics (loyalty) designated tasks in a manner far beyond what is expected.

Chivalry: the emphasis on the positive aspects rather than negative aspects.

Propriety (reverence): consult with others before action, give notice before the operation and exchange of information.

Role Conflict: the role of the negative state in which the employee is expected to come from two or more different demands.

4. METHODOLOGY

The research will be based on the purpose of the research is applied because with the use of behavioral science and management theories and some statistic on the population of the conclusions is that for those organizations and institutions that are usable in the field of population and are applicable. In terms of methodology in research and post-event correlation, and the library is a place in the class and field trials. To collect the data from the questionnaires' staff commitment, organizational citizenship behavior Podsakoff, SERVQUAL service quality "is used. After determining the sample size for statistical analysis hypotheses using descriptive statistics, including "frequency, percentage, mean and standard deviation and distribution charts and indicators, statistics and correlations to the questionnaire" inferential analysis "Pearson correlation test" describes the assumptions described in the analysis of descriptive and inferential statistical software "SPSS" is used.

A sample of the sample was calculated by taking the value of 0.05 d parameter and sample size was 223, because the sample volume is correct. 223 questionnaires were returned from all the questionnaires and analyze the fourth quarter of the population was carried out on 223 samples.

5. DATA ANALYSIS

In this research field method used to collect the data. A questionnaire used "Commitment Questionnaire employees contains 24 questions related to (attitudes, role clarity, role conflict; commitment to policies, work ethic and organizational citizenship features staff) that prevent the accumulation of additional data. What conscience cannot be checked. Also in this study to measure different dimensions of organizational citizenship behavior questionnaire independent "organizational citizenship behavior Podsakoff" consists of 21 questions related to (philanthropy,

civil manners and courtesy, sportsmanship, work ethic, excellence, confidence, ability to respond, concrete Being assurance, job satisfaction and quality of service) have been proposed and final questionnaire “SERVQUAL service quality scale” includes 22 questions related to (tangibles, reliability, responsiveness, assurance, empathy) and this section also describes how to collect data survey is.

6. CONCLUSION

In summary, the result of the original research hypotheses is as follows:

“Employee commitment to organizational policy on service quality has a positive impact.”

Table 1
The first main hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
000/0	434/0	223	Employee commitment to organizational policies and provide quality service

The correlation coefficient between the two variables is the result of employee commitment to corporate policies and quality of service is equal to 0/434. Therefore, the commitment to provide quality services by their employees to organizational policy level has a significant correlation is 0/000, so there is a strong positive correlation between the two variables, which means that every employee’s commitment to organizational policies are the same quality of services provided by them will be better and better.

“Employee commitment to policies on organizational citizenship behavior has a positive impact.”

Table 2
The second main hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
000/0	264/0	223	Employee commitment to policies and organizational citizenship behavior

The correlation coefficient between the two variables is the result of employee commitment to the policies, and organizational citizenship behavior is equal to 0/264. Therefore, the commitment to policies and organizational citizenship behavior by their employees in a meaningful relationship is 0/000, so there is a strong positive correlation between the two variables in the sense that any amount of high employee engagement policies as well as citizenship behavior their organization will be better and better.

“Employee commitment to policies through organizational citizenship behavior has a positive impact on service quality.”

Table 3
The third main hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
000/0	446/0	223	Employee commitment to organizational citizenship behavior and policies through offering quality services

The correlation coefficient between the variables obtained through OCB employee commitment to policies on providing quality service is equal to 0/466. Therefore, the staff commitment to policies through the provision of quality services by their organizational citizenship behavior has a significant correlation is 0/000 level, so there is a strong correlation between these three variables, which means that every employee’s commitment to policies is high compared to the same organizational citizenship behavior and provides better quality services by them and will be higher.

“Organizational citizenship behavior has a positive impact on service quality.”

Table 4
The fourth main hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
001/0	230/0	223	Organizational citizenship behavior and provide quality service

The resulting correlation coefficient between the two variables, Organizational citizenship behavior on providing quality service is equal to 0/230. Therefore,

organizational citizenship behavior by their high-quality services at 0/001 is a significant relationship, so there is a strong correlation between these two variables, which means that any amount of Organizational citizenship behavior is high, as well as providing quality service the better, they will be higher.

“Attitude of commitment to organizational policy has a positive impact.”

Table 5
The first secondary hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
000/0	440/0	223	Attitude and commitment to the organization's policies

The resulting correlation coefficient between the two variables attitude employee commitment to organizational policies is equal to 0/440. Therefore, the attitude of the staff's commitment to enterprise-level policies had a significant correlation is 0/000; So there is a strong positive correlation between the two variables, which means that whatever the attitude is up to the commitment of staff to organizational policies, they will be better and better.

“Clarity of as a commitment to organizational policies have a positive impact.”

Table 6
The second secondary hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
000/0	374/0	223	Role clarity and commitment to the organization's policies

The resulting correlation coefficient between the two variables, role clarity and employee commitment to organizational policies is equal to 0/374. Therefore, the Clarity of the enterprise-wide employee engagement policy has a significant correlation is 0/000; So there is a strong positive correlation between the two variables in the sense that any amount of Clarity of is high as compared to the same commitment to organizational policies by their employees better and higher.

“Conflict of commitment to organizational policies has a positive impact.”

Table 7
The third secondary hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
691/0	027/0	223	Role conflict and commitment to the organization’s policies

The resulting correlation coefficient between the two variables, role conflict with employee commitment to organizational policies is equal to 0/027. Therefore, the role conflict with employee commitment to organizational policies, the significant level 0/05 of 0/691 larger hypothesis is rejected, and these two variables have no meaningful relationship with each other; in other words, in this sample is no valid reason there was a significant relationship does not approve.

“Politeness (courtesy) a positive impact on providing quality service.”

Table 8
The fourth secondary hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
000/0	381/0	223	Tactful person and provide quality services

The resulting correlation coefficient between the two variables politeness (courtesy) to provide a quality service is equal to 0/381. Therefore, the politeness (courtesy) to provide a quality service at a significant correlation is 0/000, so there is a strong positive correlation between the two variables in the sense that any amount of politeness (courtesy) of up to, they also offer better quality services by the same ratio will be higher.

“Altruism a positive impact on providing quality service.”

Table 9
The fifth secondary hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
001/0	290/0	223	Altruism of individuals and provide quality service

The resulting correlation coefficient between the two variables, one's altruism providing quality service is equal to 0/290. Therefore, the altruistic individual to providing quality services at 0/001 is a significant relationship, so there is a strong positive correlation between the two variables, which means that no matter how high the rate is altruism, as well as providing quality services by them to better and higher.

“Deontology person has a positive impact on providing quality service.”

Table 10
The sixth secondary hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
000/0	456/0	223	Individual Deontology and provide quality service

The resulting correlation coefficient between the two variables is the Deontology of providing quality services at 0/456. Therefore, the Deontology of providing quality services at the level of 0/000 is a significant relationship, so there is a strong positive correlation between the two variables, which means that no matter how high the amount Deontology as well as providing quality services by them as well better and higher.

“Civic virtue of the provision of quality services has a positive impact.”

Table 11
The seventh secondary hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
001/0	207/0	223	Civic virtue person and provide quality service

The correlation coefficient between the two variables is the result of civic virtue to providing quality service is equal to 0/207. Therefore, the civic virtue of the provision of quality services at 0/001 is a significant relationship, so there is a strong positive correlation between the two variables in the sense that any amount of civic virtue as well as provide a high-quality service by them, better and higher.

“Chivalry person has a positive impact on providing quality service.”

Table 12
The eighth secondary hypothesis testing

<i>Significant level</i>	<i>Pearson</i>	<i>Number of samples</i>	<i>Variables</i>
003/0	198/0	223	Chivalry person and provide quality service

The resulting correlation coefficient between the two variables on providing quality services to the individual chivalry is 0/198. The generosity of individuals to provide quality services at 0/003 is a significant relationship, so there is a strong positive correlation between the two variables, which means each of the individual chivalry as well as provide high-quality services even better by them and will be higher.

Offers

To increase organizational citizenship behaviors and prevent the ACB is advisable to corporate identity, organizational justice, trust, commitment and leadership style will be considered. Because these factors have a significant relationship with the behavior of companies, and organizations have proven successful. Impact of Organizational citizenship behavior such as customer satisfaction, customer loyalty, spiritual and social capital, image and prestige rises outside, so it is recommended to strengthen the organization’s corporate identity, increase trust and organizational justice in their organizational policy priority.

Today, customer-oriented organization has become one of the central slogans. Therefore, the fact that protection of corporate resources, social customs and altruism as key elements of Organizational citizenship behavior has mutual interaction with the customer. According to one of them causes the other will be more fertile. Therefore, organizations should strive to strengthen the various components of Organizational citizenship behavior and customer-focused organization in the shadow of his performance guarantee.

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