

عنوان مقاله:

The Effect of Operational Service Quality and Customer Satisfaction Regarding Organizational Citizenship Behavior and Brand Equity in the Banking Industry

محل انتشار:

یازدهمین کنفرانس بین المللی مدیریت (سال: 1392)

تعداد صفحات اصل مقاله: 20

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خلاصه مقاله:

This research emphasizes on the key role of operational service quality, and customer satisfaction regarding organizational citizenship behavior, and brand equity. After surveying more than 500 bank customers, and employees along with applying path analysis, and factor analysis techniques, we have come to the conclusion that organizational citizenship behavior, considered to be as a part of operational service quality, and customer satisfaction, directly influences brand equity. Other important factors of this research are determining the position of the dimension of each concept of this research based on importance-situation matrix as well as offering applicable practical suggestions. According to the results, brand awareness and benevolence are considered less important in the banking industry. This research takes new steps in the relation of customer criteria and employee criteria

کلمات کلیدی:

organizational citizenship citizenship behavior, operational quality: customer satisfaction; brand equity; importance-situation matrix

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/307231>

