

عنوان مقاله:

Influence of service orientation on job satisfaction and organizational citizenship behavior: An empirical study based in Shazand petrochemical company

محل انتشار:

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خلاصه مقاله:

The service orientation program developed for organization employees can be a competitive advantage for them in order to provide the best service. The purpose of this study is to examine the relationship between dimensions of service orientation, job satisfaction and OCB in Shazand petrochemical Company. It has been a field research and data collection was conducted by questionnaire developed by the researchers through five Likert scale. Reality and Validity by alpha Cronbach were confirmed. The sample was 120 managers and experts working in Shazand petrochemical Company. Obtained data were analyzed through SPSS software. We investigate the model based on data drawn by the statistical methods of multiple regressions and Pearson s correlation coefficient. The most important finding revealed of the study is that the variable of leaders emotional display had a positive effect on job satisfaction not organizational citizenship behavior while customer orientation has no effect on job satisfaction. Besides, service recovery performance had no impact on job satisfaction while it affects OCB. Finally the impact of job .satisfaction and OCB was confirmed

کلمات کلیدی:

service orientation, leaders emotional display, customer orientation, service recovery performance, jobsatisfaction, organizational citizenship behavior

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