In this study, a questionnaire survey was the primary data collection tools. It was distributed to employees and customers of the 50 financial institutions respectively in Taichung, Taipei, Tainan and Hualien. The PSB questionnaire was filled in by the employees while the CRQ questionnaire was filled in by customers. The time of survey was from July 1, 2010 to July 31, 2010. 5 employees and 10 customers in every financial institution were targeted, and totally 250 questionnaires for the employees and 500 questionnaires for the customers were distributed. The usable questionnaires were 180 for the employees and 360 for the customers, and then data was paired for statistical analysis. The results of the research indicate that the role-prescribed PSB is positively related to CRQ, trust, and satisfaction. Secondly, the extra-role PSB is positively related to CRQ, trust, satisfaction and commitment. Finally, base on the results of this research, this study discusses the relationship between PSB and CRQ. Furthermore, we propose some practical suggestions for the financial industry in customer relationship management, services environmental design, and human resource management.

Keywords: Taiwan's financial industry, Prosocial Service Behavior, Customer Relationship Quality
References


