A study of relationships between organization citizenship behavior and service recovery

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ABSTRACT

When the organization faces problem or crisis, they used to solve the problem by re-position thesystem or changing the operation processes. When service failure occurs, the service recovery is critically important. Utilized the standard regulations can increase the behavior and recognition for the service recovery of the health care workers. However, whether the social ethics, social value and organizational behavior will really increase the behavior and recognition for the medical service recovery or not? It is the topic of this research would like to deals with. The methodology of this research will consist of three variables: Independent Variable (Organizational Ethics), Intervening Variable (Orgnizational Behaviour) and Dependent Variable (Service Recovery). The questionnaires are distributed to the different level hospitals islandwide, which are covered the teaching hospitals, regional hospitals, local hospitals and clinics. The 332 effective questionnaires have been collected and analyzed with the Hierarchical Regression of SPSS17. The results are as follows. The organizational morality has a positive effect on organizational behaviour. The organizational behaviour has positive effect on service recovery. The organizational ethics also has positive effect on service recovery. According to the results above, some suggestions will make for the medical service and health care workers as follow: 1.The organizational ethics can lead the organization behavior. When the ethics for the medical organization meet the core value and social expectation, the organizational members will guard the organizational citizenship and recognize their existence for the organizational interests and reputations. 2.When the medical workers realize both the organizational ethics and behavior, they will actively take recovery actions to patients and their family. Moreover, it will increase the service satisfaction to the patients and their family.

Keywords : Organization Citizenship Behavior Service Recovery

Table of Contents

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