

Organizational Support And Extra-Role Customer Service Behavior: The Moderation Effect Of Market-Focused Human Resource

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ABSTRACT

The study examines the relationship among organizational support, affective commitment and extra - role customer service behavior. It also examines whether or not market - focused human resource management moderates between organizational support and extra - role customer service behavior. The study applies convenience sampling survey to investigate Hypermarket A, and three questionnaires were developed for its customer service personnel, first line managers and the customers interacted. Findings of the study: (1) organizational support has positive effect on extra - role customer service behavior; (2) affective commitment has mediating effect between organizational support and extra - role customer service behavior; (3) the study analyzes by Hierarchical Linear Modeling and finds market - focused human resource management has mediation effect on organizational support and extra - role customer service behavior. When organizational support gets higher, the gap between high market - focused human resource management and low market - focused human resource management in extra - role customer service behavior is not significant.

Keywords : organizational support、affective commitment、extra - role customer service behavior、market - focused human resource management

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