

Perceived organizational support and customer satisfaction: boundary conditions of service attribute and the mediation Ef

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ABSTRACT

Extending previous research in identifying work unit influences stimulating customer satisfaction, the present study in service examined whether perceived organizational support and service-oriented organizational citizenship behaviors correlated positively with customer satisfaction, whether service attribute (customer contact frequency, service intangibility, and service employee interdependence) moderated the relationship of perceived organizational support and customer satisfaction, and whether high-performance human resource management practices moderated the relationship of perceived organizational support and service-oriented organizational citizenship behaviors. Data were collected from 100 employees, 40 managers and 200 customers at large hypermarket group in middle Taiwan. Results indicated perceived organizational support was positively related to service-oriented organizational citizenship behaviors, which in turn do not increase the likelihood of customer satisfaction. HLM results indicated perceived organizational support had stronger positive relationships with customer satisfaction under high service employee interdependence. Service intangibility and customer contact frequency, respectively, has no moderation effect of perceived organizational support on customer satisfaction. High-performance human resource management practices have no moderation effect of perceived organizational support on service-oriented organizational citizenship behaviors.

Keywords : perceived organizational support, customer satisfaction, service-oriented organizational citizenship behavior, service attribute, high-performance human resource management practices

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