Internal Service Quality, Relationship Quality and Organizational Commitment in Life Insurance Industry

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ABSTRACT

This article main purpose is probing into between internal service quality, relationship quality and organizational commitment. The research discovered can provide the reference that life insurance industry promotion staff organizational commitment. The research interview Nan Shan life insurance of sales by questionnaire survey law. This results are as follow: 1. Internal service quality has positive effects on relationship quality. 2. Relationship quality has positive effects on organizational commitment. 3. Internal service quality has positive effects on organizational commitment. 4. Relationship quality has partial mediation effect existed between internal service quality and organizational commitment. In this research, it is consider that organization promotes staff organizational commitment by provide excellent internal service quality to staff, for example, training, perfect salaries and organization provide of information and work equipments. The staff contact internal service feel satisfied and he will be conscious of relationship quality better. And the organization also should pay attention to the staff consciousness the relationship quality the influence on organizational commitment. Finally, the staff contact internal service and they feel satisfied, they through relationship quality to influence organizational commitment. Keyword internal service quality relationship quality organizational commitments

Keywords : internal service quality relationship quality organizational commitments

Table of Contents

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