

The Research of the Relationship among Leadership Style, Self-Efficacy, and Customer-Oriented Behavior

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ABSTRACT

The merging of different Financial Institutions has been a trend. The competition in the industry itself and the government policy of improving financial competitiveness of the country all speed up the integration. However, the financial holding system is an industry in which customer's appraisal and satisfaction highly depend on the service they received. In order to strengthen its competitiveness, an enterprise should commit to a business philosophy based on placing customers first. The objects of the study are employees in the financial holding companies. The purposes of the study are to analyze the correlation between personnel background and leadership style, the relationship between leadership style and staff self-efficiency, and the relationship between self-efficiency and customer-oriented behavior under different leadership styles. The result shows that the leadership style, self-efficiency and customer-oriented behavior are positively correlated with each other. It also indicates that the transactional leadership style has higher positive influence on the staff self-efficiency than the transformational leadership style. The relationship between the staff self-efficiency and their customer-oriented behavior is positively significant. Certain leadership style, conducting with staff self-efficiency strategy, is found to be positive in encouraging more customer-oriented behaviors from employees.

Keywords : leadership style ; transformational leadership ; transactional leadership ; self-efficacy ; customer-oriented behavior

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