THE RELATIONSHIP BETWEEN SERVICE CLIMATE AND ORGANIZATIONAL PERFORMANCE IN MALAYSIAN HIGHER EDUCATION INSTITUTIONS

ALI ABDULRIDHA JABBAR

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By:

ALI ABDULRIDHA JABBAR

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ABSTRAK

Objektif kajian ini adalah untuk mengkaji hubungan antara dimensi persekitaran perkhidmatan dan prestasi organisasi dan sejauh mana dimensi ini mempengaruhi prestasi organisasi. Sebanyak 103 sampel telah dikumpulkan dari tiga universiti awam di Utara Malaysia. Responden terdiri daripada kakitangan universiti dan ujian-t, ANOVA dan regresi digunakan untuk menganalisis datatersebut. Hasil kajian ini mendapati hubungan yang signifikan antara ketiga-tiga dimensi persekitaran perkhidmatan dan prestasi organisasi pekerja universiti. Menurut hasil regresi, dapat dilihat bahawa persekitaran perkhidmatan secara keseluruhan mempunyai hubungan yang signifikan dengan prestasi organisasi. Selain itu, apabila setiap dimensi yang diuji berasingan, orientasi pelanggan (CO) dimensi telah mempunyai hubungan yang signifikan dengan prestasi organisasi.

Ini menunjukkan bahawa orientasi pelanggan mempunyai pengaruh yang kuat ke atas prestasi organisasi. Dua lagi dimensi iaitu memudahkan kerja (WF) dan sokongan pengurusan (MS) mempunyai hubungan yang signifikan dengan prestasi organisasi kerana nilai beta yang rendah. Ujian-t juga menunjukkan bahawa tidak terdapat perbezaan min prestasi organisasi berkenaan dengan responden lelaki dan perempuan. Kepentingan kajian ini adalah untuk membangunkan tenaga kerja yang bermotivasi dengan meningkatkan inspirasi terhadap persekitaran perkhidmatan untuk memastikan prestasi institusi terus unggul.

Kata kunci: iklim Service, memudahkan kerja, orientasi pelanggan, sokongan pengurusan, dan prestasi organisasi.
ABSTRACT

The objective of this study is to investigate the relationship between service climate dimensions and organizational performance and to what extent these dimensions influence organizational performance. A total of 103 samples were collected from three public universities in Northern Malaysia. The respondents were employees of the universities and t-test, ANOVA, and multiple regression was used to analyse data. The result of the study reveals significant relationship between the three dimensions of service climate and the organizational performance of universities’ employees. According to the regression results, it was also visible that overall service climate has a significant relationship with organizational performance. Besides, when each dimension tested separately, customer orientation (CO) dimension has found a significant relationship with organizational performance.

It is indicating that customer orientation has a strong influence on organizational performance. Other two dimensions work facilitation (WF) and managerial support (MS) found an insignificant relationship with organizational performance because their low beta value indicated so. Also, t-test reveals that there is no mean difference of organizational performance in respect of male and female respondents. The significance of this study is to develop motivated workforce by deploying an inspiring service climate to ensure the superior institutional performance.

Keywords: Service climate, work facilitation, customer orientation, managerial support, and organizational performance.
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<tbody>
<tr>
<td>BSC</td>
<td>Balanced Scorecard</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Sciences</td>
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<tr>
<td>ANOVA</td>
<td>Analysis of Variance</td>
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<td>WF</td>
<td>Work Facilitation</td>
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<td>MS</td>
<td>Managerial Support</td>
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<td>CO</td>
<td>Customer Orientation</td>
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<td>FIN</td>
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CHAPTER ONE

1.1 Introduction

This chapter briefly explains the environment of the Malaysian Higher Education institutions system and the importance of service climate on organizational performance of Malaysian Higher Education institutions.

This chapter also highlights problem statements of the study, objectives, research questions and definition of terms used in this study.

1.2 Background of the Study

Service climate is well-known due to its effect on organization performance. For example, organization might be affectedly employee performance, service performance, and organizational performance (Boo, H. B., Janil, H., & Jennifer, T., 2009) Schneider et al. (1998) found organization climate would encourage employees to exert effort and to use their competencies accordingly produce superior service quality. Apart from this, several previous studies had found that service climate positively influence the service performance outcome (Jong, Ruyter & Lemmink, 2004).

Koeneet. al. (2002) pointed out that a supportive climate will positively affect both employee satisfaction and firm performance. According to Avery (2004), leaders can affect followers and performance indirectly by actions such as creating an environment in which employees can work effectively, developing an appropriate
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References


Phillips, S. P. (2013). The communication processes applied during the implementation of the Balance Scorecard performance management system within a Metropolitan Police Department located in the Western Cape.


