

Abstract

The purposes of this research, “The Relationship between the Perception of Organizational Citizenship Behavior and Service Quality of Customer Service Representatives: A Case Study of A Telecommunication Company”, are as follows: (1) to investigate organizational citizenship behavior, (2) to investigate service quality, (3) to investigate the correlation of organizational citizenship behavior and service quality, (4) to construct an equation predicting service quality by using organizational citizenship behavior as predicting variables.

The population consists of 195 customer service representatives from 18 branches of the mobile phone service shops in Bangkok of a telecommunication company. The instruments employed were questionnaires having 3 parts: Part 1 regards personal characteristics of the customer service representatives (4 items) Part 2 is about the measurement of organizational citizenship behavior for branch managers (40 items, reliability was .935) and Part 3 regards measurement of service quality for customers (23 items, reliability was .953)

The statistical analysis included frequency, percentage, arithmetic mean, standard deviation, Pearson Product Moment Correlation Coefficient and Stepwise Multiple Regression Analysis. The results of this study are as follows:

1. The customer service representatives had a high level of overall organizational citizenship behavior, sportmanship, courtesy, organizational loyalty, conscientiousness, and altruism; however, they had a moderate level of civic virtue.

2. The customers services representatives had a high level of overall service quality.

3. There was a significant positive correlation between organizational citizenship behavior and service quality ($r = .423, p < .01$)

4. The stepwise multiple regression that organizational loyalty, altruism and sportsmanship were a significant predictor of service quality with a predictability of 51.5

The results from this study may enable the management to further study

their customer service representatives' organizational citizenship behavior and service quality. They could also apply these results in human resource management by encouraging their employees to upgrade their organizational citizenship behavior, organizational loyalty, altruism and sportsmanship so as to improve the level of service quality.