Title of Article: Assessing the Effect of Organizational Commitment on Service Quality; A Study of Customer-Contact Employee.
Author(s): Ogunnaike, O.O.
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Abstract: A study of this kind that focused on the effect of organizational commitment on service quality is an inter-disciplinary study that is meant to provide a deeper understanding of human resource service quality relationship. The data required for this study was gathered through the instrument of questionnaire to achieve the objectives of the study. Three hypotheses were formulated and tested using multiple regressions. Each of the hypotheses tested the effect of affective commitment, continuance commitment and normative commitment on service quality of customer-contact employees respectively. This study was conducted using customer-contact employees of a popular fast food organization in Lagos State, Nigeria. It was only the normative commitment that was found to have a significant effect on service quality. The implication is that the extent to which an employee is obliged to make personal sacrifice to the organization is very crucial.