The Influence of Service Climate on Organizational Citizenship Behaviors and Workplace Deviance Behaviors in Service Industry

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ABSTRACT

The success of the service firm is vitally dependent on the effectiveness of employees who interact face-to-face with customers. Consequently employee characteristics such as organizational citizenship behaviors and workplace deviance behaviors have been subjects of increasing interest within the service industries. While organizational citizenship behaviors are desired employee behaviors from the organizational perspective, workplace deviance behaviors may jeopardize organizational performance. This suggests that researchers should acquire a deeper understanding of the variables associated with employee citizenship and deviance behaviors. Therefore, the present study examines the influence of service climate on organizational citizenship behaviors and workplace deviance behaviors. It also investigates the mediating role of organizational commitment between service climate and organizational citizenship behaviors as well as workplace deviance in service industry. In order to test the research framework, research questionnaire are applied to collect the data. The study employs data from frontline employees in hotels. Structural equation analysis is performed with LISREL 8 to analyze the data. The results of this study indicate that service climate is an antecedent of organizational citizenship behaviors. Moreover, organizational commitment plays important role enhancing the impacts of service climate and this, in turn, influence the organizational citizenship behaviors and workplace deviance behaviors.

Keywords: Organizational Citizenship Behaviors, Workplace Deviance Behaviors, Service Climate, Organizational Commitment, Service Industry