

Title: Developing customer service quality: Influences of job stress and management process alignment in banking industry

Author Names: Long Kim , Pattarawadee Maijan , Sook Fern Yeo

Abstract: Job stress and management process alignment can influence work attitudes and productivity; however, there is still no empirical evidence addressing how these factors influence customer service quality in banking [industry](#). Thus, this research aims to explore how job stress and management process alignment influence commitment and employee performance which develop customer service quality. 650 bank employees who were working at different banks in Cambodia were asked to join the survey process via a survey questionnaire. Researchers applied a [path analysis](#) technique to analyze the collected data. This research found that job stress and management process alignment significantly influenced organizational commitment. Meanwhile, job stress, management process alignment, and organizational commitment significantly influenced employee performance. Furthermore, customer service quality was significantly influenced by employee performance, except organizational commitment. Finally, employee performance mediated the relationship between organizational commitment and customer service quality. These key findings revealed workers' insights which could be an evidence-based strategy for banks to issue an effective working policy to develop better customer service quality.

Keywords: Job stress Process alignment Organizational commitment Employee performance Service quality

<https://doi.org/10.1016/j.sfr.2024.100311>

<https://www.sciencedirect.com/science/article/pii/S2666188824001606>