

Title: How stress and satisfaction influence customer service quality in banking industry

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Abstract: As customer service quality becomes an important factor that is responsible for the firms' overall successes, many organizations are trying to seek all related clues which can help them to enhance it. Thus, this research aimed to examine how job stress, job satisfaction, and organizational commitment affected customer service quality among bank employees in Cambodia. To accomplish this objective, 630 bank employees working at different banks in Cambodia were invited to answer questionnaires. Furthermore, a structural equation model was used to analyse data. Results indicated that banks could receive high organizational commitment when their employees obtained significant changes in job satisfaction and job stress. Meanwhile, banks could improve customer service quality if there were significant changes in organizational commitment and job stress, except job satisfaction. Finally, a mediation testing result confirmed organizational commitment as a full mediator between job satisfaction and customer service quality. Despite the results highlighted the significant impacts of job stress and organizational commitment on customer service quality, organizational commitment was the stronger factor promoting better customer service quality as this factor contributed higher degree of impact on customer service quality. Therefore, banks should pay more attention to prioritize and promote their organizational commitment among their employees.

Keywords: Service, Quality, Stress, Organizations, Customer, Satisfaction, Commitment, Job

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