Organizational Pride Oriented the Commitment Behavior of the Service Provider

(An Analytical Study of the Opinions of a Sample of Employees at Zain Iraq Wireless Telecommunications Company)

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Abstract:
The main purpose of the current study is to study the relationship between emotional organizational pride and attitude organizational pride and analyze the positive effects resulting from them, which are related to their role in guiding service provider behavior to commitment to customer service. The study population consisted of workers in the customer service department at Zain Iraq Wireless Communications Company. The data used in the main study were collected through a questionnaire form and distributed to a sample of (150) individuals working in the customer service department. Structural equation modeling was applied to test hypotheses based on a set of statistical methods. The study reached a set of results, the most important of which was the existence of a significant effect between organizational pride and the commitment of employees to serve customers.

Keywords: organizational pride, commitment to customer service, organizational commitment.

Introduction

The service provider's organizational pride is a key factor for the success of service organizations, and it requires further research and investigation. The provider can experience short and persistent emotional feelings of pride based on perception of a successful event related to the organization, and can have a cognitive and lasting attitude of pride generated by public perception of the organization. Through the survey conducted by the researcher, it was found that previous studies ignore the study of the relationship between prideorganizationalEmotional and organizational prideCognitive, asShow necessityStudying the positive effects resulting from them, especially with regard to bThe role of organizational pride of both types in directing the service provider's behavior to adhere to customer service.

So it isThe point ofthis studyis investigatingThe role of organizational pride in its sub-dimensions in guiding employee behavior to adhere to customer service. The study included a special aspect of the methodology of the study, a second aspect of theoretical review and a practical application aspect, and then came out with a set of conclusions that benefited the study in presenting recommendations that would improve the performance of employees through commitment to their tasks and jobs in customer service.

Methodology

First : Study problem:

That lack studies and research regulatory available around variable The pride Regulatory Give more from challenges and opportunities.so notice that The pride organizational did not lucky as much abundant from research and studies that Provides a clear perception of the nature of pride in the field of organizational thought (Kraemer & Gouthier, 2019: 129). And who side last, van That challenges to bear in pleats some opportunities that contribute in ¦affluence acquaintances and research regulatory.

And look because many from Services Complete created from during interaction between Service provider and customers , the relations long term for the organization Depends in a form big on Service provider and orientation towards the service the opposite Orientation towards the customer.If not Produce the level Higher from orientation towards service on Ability on presentation service distinct ; And must that He is The service provider is ready And able on participation in to improve Quality the service to prove their commitment serving customers.Need service provider to that be mfg To determine Solutions and ideas innovative around How overcome on challenges in Confrontation service specific.whenever prolonged Duration survival Employees the service with the organization , whenever they became more Knowledgeable at work commercial And it was They can service customers in a form better ; And therefore , become more value for the organization(Aries, 2013: 235).He should that specify administration the service That motives that stimulate on syntax optimum commitment Service providers are employees serving customers and creativity on Term the long.It may be the motive The basic behaviors the job positivity One factors Main that Achieving excellence he sense of pride which the worker reflects in his daily behavior at work(Arnett et al., 2015: 90).and affects pride in a form positive on resolution Organizational commitment and positive behavior towards customers(Gouthier & Rhein, 2019: 636).

The current study seeks to verify this by asking a major question: "Does employees' commitment to customer service depend on their sense of organizational pride?" From this question, a group of sub-questions branch out, as follows:

1- What is the level of organizational pride among the workers, the study sample, at the level (emotional and attitude)?

2- What is the level of employee commitment to customer service (emotional commitment, continuous commitment, normative commitment)?

3- Is the commitment of employees to provide service to the customer affected by their emotions based on organizational pride?

Second :The aim of the study

The study mainly seeks to verify the effect of organizational pride in urging employees to commit to customer service, and to achieve this, the study tries to reach the following objectives:

1.   that The current study Seeking to ¦affluence research and studies related with a subject pride organizational and try situation and wording identification Clear and specific for him, as well attempt verification validity scales that will depend on him To measure level pride Regulatory And commitment to customer service.

2.   Determine the level of commitment of the employees of the study sample to serve their customers by diagnosing the level of continuous commitment, normative commitment, and emotional commitment.

3.   you try the study Relationship diagnosis between Organizational pride With its sub-dimensions and commitment to customer service in its sub-dimensions.

Third : the importance of the study

1.   The current study is of particular importance having food analysis Relationship between variables Prepare all of them Who Important and recent variables in the literature the behavior organizational Which:The pride Regulatory Sentimental And pride Regulatory Attitude and commitment to customer service, And on it van the study current keep up Evolution administrative desired especially in Shade lack the library Arabic For this Type from studies.

2.   represent the study attempt purposeful to take advantage from backlog Cognitive available Who efforts research in this the field to detect on nature Relationship between variants shop the study.

3.   That study and analysis impact pride organizational sentimental The attitude and commitment of service providers helps in editing strategies multiple To improve organizational and functional performance, And that for its connection with a group from outputs regulatory and personal.

Fourth: The study model and its hypotheses:

The study model provides a framework for a relationship between organizational pride and employees' commitment to providing customer service by shown he relationship in Figure (1).
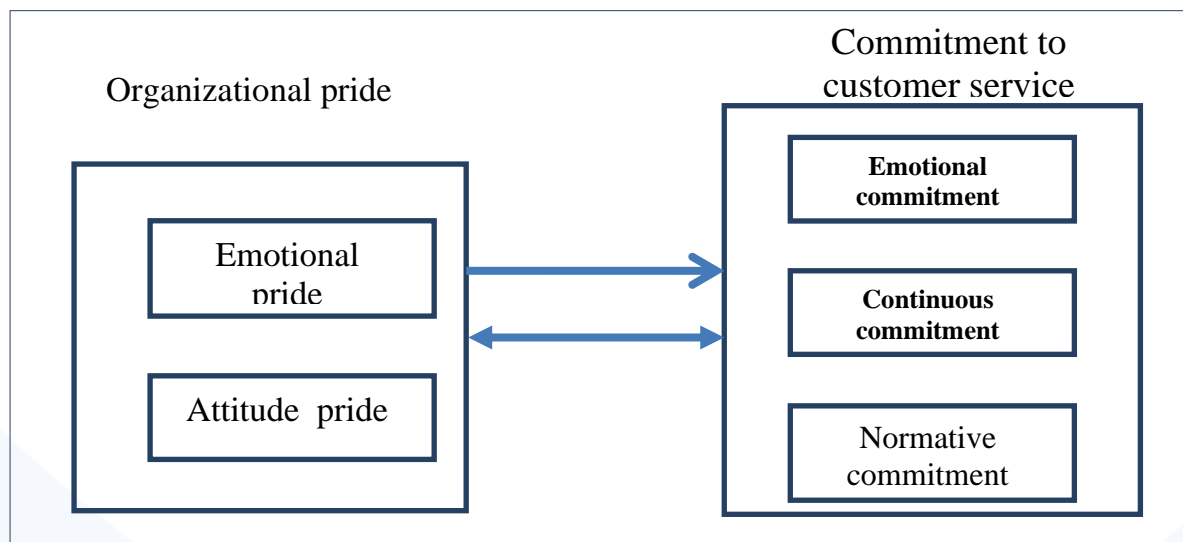

Figure (1) The hypothesis study model

Based on the hypothetical model in Figure (1), a main hypothesis for the study can be formulated, stating that "there is an effect relationship between organizational pride and the service provider's motivation to commit to customer service," and the following sub-hypotheses emerge from it:

A.   There is an effect relationship between emotional pride and service provider motivation for emotional commitment to customer service.

B.   There is an effect relationship between emotional pride and service provider motivation for continuous commitment to customer service.

C.   There is an effect relationship between emotional pride and the service provider's motivation for the standard commitment to customer service.

D.   There is an effect relationship between attitude pride and the service provider's motivation for emotional commitment to customer service.

E.   There is an effect relationship between attitude pride and service provider motivation for continuous commitment to customer service.

F.   There is an effect relationship between attitude pride and the service provider's motivation for the standard commitment to customer service.

Fifth: The study population and sample

The study population was represented by front-line workers in the customer service department of Zain Iraq Wireless Communications Company, as a sample of workers in those departments distributed according to the company's branches in Baghdad and the Middle Euphrates was selected. The sample size was (140) individuals. The sample size was determined on the basis of (Hair et al., 2012) which states the following:

Sample size = number of scale items*5+10% margin

= 19*5+9.5

= 95 +10

= 105 sample size at least

150 questionnaires were distributed, of which 145 were retrieved, of which only 140 were valid for analysis. AndAlbia can be displayedNaThe t profile of the sample is shown in the table(1), which shows the characteristics of this sample according to gender, age, educational level and occupation.

Table(1) Demographic Characters

Study variables			%
Gender	male	95	0.67
	feminine	45	0.32
Total		140	100
age	less than25 years	19	0.13
	from25 to 50 years old	89	0.63
	bigger50 years	32	0.22
Total		140	100
Educational level	Faqel High School	37	0.26
	diploma	41	0.29
	collegiate	50	0.35
	Postgraduate	12	0.085
Total		140	100

   shown from the table(1)that male ration represents the largest percentage67% of the total number of respondentsAs for the older age group, it wasfrom25 to 50 years, by percentage63%,

while the educational level was at the university levelIt is the highest among the categories, with a percentage of 35%.

Sixth: Study Approach

The research relied on the analytical descriptive approach in order to describe the collected data related to the research sample about the independent variable and the dependent variable, while the analytical approach was used for the purpose of analyzing the data and finding the relationship between the variables.

Theoretical Review

First: Organizational Pride

The word pride has meanings many And different , it is hand , cross on Importance that Feel with it the individual as a model emulated with it in the culture regulatory because others They praise And they confess with his abilities and his achievements ; And from hand other , may be cross on Concept general about Total thinking the individual And his meditation self.And from the third side , maybe consider it ego Personally , And in This is amazing the condition maybe consider it something And change welcoming with it(Butler et al., 2016: 325).

Organizational pride is known that it"group from feelings and attitudes positivity that carry it the individual towards the organization that He works with it , Than pay it to to brag And bragging Before others about his membership in the organization And bragging with completion the organization And completion amazing to others" (Gouthier & Rhein, 2019:612).

though from that many from organizations may be attribute its success continuous to Proud and belonging to the organization (Boezeman et al., 2014: 88), and with that remain a variable pride organizational variable It was completed overlook about him in the behavior organizational until now Because he did not lucky Carefully wide from researchers and circles academy(Durrah et al., 2019: 221).And according to for several from studies research in area search and taught self, maybe a description Concept"pride organizational"Generally that he pass on feelings passionate positive linked by performance , and he a result for a group specific from events and attitudes Distinguished that expresses the superiority of the organization, in addition to the achievements And success and achievement personal (Kraemer & Gouthier, 2019: 130).

And it is worth Signal to that feelings pride associated by performance linked with capacity the individual on evaluation The things , and to Term that he can from through it thinking deeply in his achievements And they attributed it to Factors Resume like:Personal , or Ability , or level Effort , that launch on him"attribution self"(Peccei & Rosenthal, 2017:70).

(Boezeman et al., 2014: 89) mentions an organizational pride group from feelings positivity that shows it individuals when they meet or they overstep Standards or expectations Social accepted Generally.In addition to what preceded , maybe per person also an experience pride organizational emotional because of group specific from events , like Achievements salient for the organization and successes stunts to admire , which may be no be because of contributions the individual own.And it is worth Signal to that there conditional Whatever to own individuals for this feelings sentimentality , which is a need strong to belong regulatory (Arnett at al., 2015: 80).

It confirms (Gouthier & Rhein, 2019: 635) And(Peccei & Rosenthal, 2017: 70)In their two studies two types from pride organizational , two:pride organizational emotional , And pride attitude organisation , on syntax following:

1- Emotional organizational pride

Known Emotional organizational pride that it is"group from feelings Mental severe and distinguished , which mostly what be fleeting , which evolve in the individual a result events And attitudes and catalysts specific"(Durrah et al., 2019: 226).

And according to for principle external attribution , maybe for individuals that Be proud with achievements salient previous for the organization , but motivation the main that Lead to pride organizational emotional profile no still he represents the comparison perceptual per person between achievement Expected for the task and achievement actual that It was completed The performance with it from before all organized(Arnett at al., 2015:82).

if opinion individuals that This is amazing successes amazing with regards for the institution and distinct on institutions other , they Begin in Feeling proud organizational emotional , And who Associated after that with all feelings other that Feel with it employees on model feelings , as that it effect also on their behaviour and their attitudes, which may be similar to feelings other like happiness and anger And fear and others (Peccei & Rosenthal, 2017:74).

Previous studies have demonstrated the direct and moral impact of emotional pride on some organizational phenomena such as job satisfaction, a sense of similarity, loyalty, job security, and other performance-related behaviors.Butler et al.2016:328).

2- Attitude organizational pride

In addition to Concept pride organizational as a feeling Sentimental , there Concept for pride organizational affirmative did not includes it the definition the previous , and he pride organizational attitude (Gouthier & Rhein, 2019: 636).And that because all Researches and practices regulatory considered as pride organizational not Just as a group from feelings sentimentality towards the individual , But as a variable He depends in the beginning on membership the individual in the organization.

To feel by this the pattern from pride organizational , the merely evaluation achievements the organization no It is enough to achieve this Feeling.According So , Become Concept Attitude for pride organizational necessary(Durrah et al., 2019: 222).

And in the form of general , arise tendencies Mental To express on positions a result to evaluate individuals for situations degree specific from preference.According for a theory positions or directions, represent organizations group from themes directed potential , And therefore , in condition pride organizational Attitude , He is for individuals preference big for the organization that belong to her(Boezeman et al., 2014: 90).

And Attitudes stand out direction sometimes in view of experiments and experiences that passes through the Two workers they are learnable ,since she and Compared to sentimental feelings, they are distinguishedstay and go onfor periods long, as well asstableso far . and onthe oppositeOf organizational pride thmy feeling,Note thatThe pride organizationalMy position representscommon feeling betweenworlds Produceabout needindividualsto affiliationto their organization (Kraemer & Gouthier, 2019: 132) .

AndStudy results indicated(Peccei & Rosenthal, 2017:73)toThe existence of a relationship between the two types of organizational prideThat organizational pride thpassionateimpactin a

formMoral on organizational prideAttitude ,And it turns outthatExcitementcontinuousHFor feelings of organizational prideTShare inPromote their attitudes of pride in belonging to the organization.

Second: Commitment to customer service

Prepare Commitment organizational part Whatever from the behavior organizational , where you try organizations preservation on The level of employee commitment is seeking to improve it , and vary destinations look around Concept Commitment organizational According direction Commitment.There is a commitment to work, and there is a commitment to the internal tasks of the workers.Choong & Lau, 2018:33), and there is a more detailed commitment to the direction of applying the culture of service related to the customer, And this Diversity Makes from Difficult in a form growing finding definitions specific to commit customer service (Stall, 2013:410), where Different directione in to set Commitment differently branches previous, f the study The current attempt to provide a framework that includes a commitment to customer service.

employee commitment may represent source anxiety big and priority for several from researchers Because he impact in a form direct on feature competitiveness for resources Humanity.And done identification Commitment to service from Perspective myself on that it Link psycho that attach the individual manner of providing the service what pay it to merger in Service delivery method And adopt Valuable especially related to the fulfillment of customer requirements and needs (Varona, 2022:10), in the form of impact in productivity and effectiveness)Joo, 2019:415). And I turned many from studies to to set Dimensions Commitment and specify nature its effect in variants regulatory and behaviorism Most studies I agreed on that there three Dimensions to commit Which(Allen & Meyer, 1990: 3)(Weibo & Jun, 2015:129)(Cooper & Viswesvaran, 2015: 245)

a-   Commitment emotional

Affected this The dimension degree perception service provider for properties Featured , Which degree independence And variety skills required to provide the service in a distinctive way, And near bosses direct them to him, as Affected also degree feeling service provider by allowing for him htc clear in take decisions associated with improving the service delivery process to nutrition review that Gets on her from President.

B-   Commitment normative

And he means with it feeling service provider by commitment to stay in his job, And often what reinforces this Feeling to support the organization the good to the service provider and allow for him htc and interaction Positive development and improvement of service delivery, not Just in procedures implementation but rather Contribute in situation Objectives and planning and draw policies of providing the service, And he crosses about him by association moral the sublime, and owners this orientation they service providers friends personal pronoun Whose Working according to requirements personal pronoun And interest the public (Joo, 2019:416).

T- continuous Commitment

mean with it what achieve it service provider from value investment in condition their persistence at work in Same job vs what will lose it on his enrollment other jobs)Aries, 2013:16), as Indicates to Hold on service provider by staying in the organization Although Who Existence alternatives other and bear it for sacrifices material and personal (Irefin & Mechanic, 2014:35). and that service providers Whose They have level high from Commitment continuous they stay in the service because of that they We need and not desire who are they in stay(Weibo & Jun, 2015:130).

It is noted from the foregoing that commitment to customer service is a commitment sentimental between service provider and the nature of the job that He works In which(Jaramillo & Marshall: 710In other words, the commitment to customer service represents a component myself output About Interact symmetry, participate, Loyalty to the organization on the one hand and the nature of the profession it practices (Varona, 2022:12).

that nature Relationship between Commitment customer service and performance she relationship parcel The more increased Commitment increased Quality Performance, performance he Result final for activities that get up with it staff in the organization , as the organization more stable and longer survival when He is performance its members performance outstanding (Jaramillo & Marshall: 712). And indicate Most studies that deepened in Commitment that there relationship positive strong between Commitment with its dimensions The three(emotional continuous, normative)And between performance service provider, The performance Excellence is born creativity f quality innovation in the performance of service providers in particular and the organization in general)Irefin & Mechanic, 2014:35).

Commitment also sets a level of readiness service provider to make efforts big To improve service performance And it generates desire strong

Table (2) the results of the scale construction test

Scale paragraphs	Psychometric properties of the scale			
	A	λ	CR	AVE
organizational pride				
emotional pride				
It comes to me Feeling Glad to be a member of thisE Enterprise.		0.72		
feeling happyfor my beingan integral part of this institution.	0.89	0.91	0.85	0.83
I am proud of what you doEnterpriseof achievements.		0.79		
I feel that the Foundation is doing something useful for the community.		0.79		
Attitude pride				
I am proud of what I have contributed to this factory.		0.90		
I am proud of my contributions to the success of this factory.	0.82	0.88	0.93	0.81
I feel proud when I tell others about the factory I work for.		0..89		
Commitment to customer service				
Emotional commitment				
I have a desire to spend the rest of my career inCustomer service in this company		0.82		
I seriously feel the problemsCustomer servicePart of my personal problems	0.84	0.91	0.86	0.78
Means for me Customer service as much big from meanings Personal		0.88		
I feel an emotional attachment toCustomer service		0.85		
Normative commitment				
I feel Builder committed in stay at work in customer service.		0.82		
until if He was command useful for me , I feel from The error Departure My job is customer service currently.		0.80		
my commitment big very towards my colleagues in Customer service.	0.85	0.79	0.89	0.79
deserve My job is customer service my devotion And my loyalty she has.		0.80		
continuous commitment				
I currently stay atCustomer service functionalityA very necessary issue		0.93		
I feel with fear from to leave the job in Customer service functionality for difficulty get on job Another suitable for me.		0.86		
sun the reasons the boss for my continuation in the job in Customer service functionality , he that it progress for me Advantages no are available in Careers other interview she has.	0.89	0.82	0.85	0.81
I feel that I have Options and opportunities limited because I'm thinking of leaving you the job in Customer service functionality				

In stay in Occupation And acceptance with its objectives and its values (Choong & Lau, 2018:34It also indicates compliance with the evaluation level Positive attitude of the service

provider towards his job And determination on work to achieve goals of his organization Irefin & Mechanic, 2014:36).

The practical side of the study
First The scale and measurement
  The current research has relied on in its measures what previous studies have provided regarding the variables of the current research .Gouthier & Rhein, 2019) in defining paragraphs Organizational pride in its emotional and attitude dimensions, while the measure of commitment to customer service was quotedof scale(Allen & Meyer,)and who developed it (Peccei & Rosenthal 1997To be appropriate for commitment to customer service in its three dimensions (emotional, continuous, normative commitment).

  This was done by employing confirmatory factor analysis according to the structural equation model, and in the light of the assumption of congruence between the covariance matrix of the variables included in the analysis and the matrix assumed by the model (consumed by the model) many indicators of the quality of this conformity are produced which the assumed model of data is accepted Or reject it in light of it, which are known as indicators of conformity quality.
  The Cronbach alpha coefficient values ranged between(0.79-0.82), which is statistically acceptable in administrative and behavioral research, because its value is greater than (0.75), which indicates that the scales are characterized by internal consistency. The composite stability coefficient was used, for which the accepted value is equal to or greater than (0.70)..
As for the indicator of the validity of convergence, which indicates the degree to which the various indicators of the scale coincide and converge, that is, the paragraphs or dimensions of the scale seek to measure the same conceptual structure, and the more the indicators of the same scale are closely related, the more this indicates the credibility of the measurement. It was found that all values of (t) for the standard saturations for each paragraph of the scales were significant at the level (0.01), which indicates that one of the indicators of convergence validity has been achieved. The minimum acceptable variance extracted for the scale is (0.5), as it appears that all metrics have obtained a variance higher than the acceptable limit.

4- Statistical description
It is noted in the table(3) The arithmetic mean, standard deviations and the internal correlation matrix for the variables of the study. Noting that the general arithmetic mean of the dimension(emotional pride)reach (3.32) with a standard deviation of (0.77), which indicates the homogeneity of the sample answers and their agreement onThe presence of great feelings by service providers towards their jobs and they expressed their happiness being Members of that company and practicing such job or profession.
The sample also showed agreementgood about yet (attitude pride), the arithmetic mean for this dimension was (3.59) and with a standard deviation of (0.81)Through their explicit attitudes about pride with their contributions in The success of the company through the services they provide with high performance to customers .
  There was also agreement aboutdimensions of commitment to customer service,As it appeared in succession in the middle of my account (3.44And3.78 and 3.81) and standard deviation (0.89, 0.56, and 0.68),A clear agreement appeared among the sample on the emotional commitment dimension, which means that the sample. She has great feelings that link her to the workplace

and the job she performs in customer service, and that the customer service job means she has as much big from meanings character, and worth her sincerity and its loyalty her, and her survival in the time the present in This is amazing Function Issue necessary very.

Table (3) Statistical description and correlations between study variables

subdimensions	Matrix of internal correlation between the dimensions of the study				
	1	2	3	4	5
1. Emotional pride	1.00				
2. Attitude pride	0.25*	1.00			
3. Emotional commitment	0.42*	0.52*	1.00		
4. Normative commitment	0.41*	0.39*	0.40*	1.00	
5. continuous commitment	0.32*	0.51*	0.39*	0.40*	1.00
	Statistical description indicators				
Mean	3.32	3.59	3.44	3.78	3.81
standard deviation	0.77	0.81	0.89	0.56	0.68

2-Test the study hypothesis And build a structural model path

The current paragraph includes an attempt to prove the theoretical foundations of the relationship between the variables of the study, which is based on previous theoretical foundations through what other studies have provided. and table (5) Shows the modeling of the structural relationships between the variables of the study (depending on the statistical program Amos vr.23) and in light of the value of the critical ratio (CR) and the level of significance (P-Value), the presence or absence of a significant effect between the variables is judged.

It is noted from the results of Table (4) thatThere is a clear explanatory relationship between organizational pride and emotional commitment to customer serviceOne unit causes an increased probability of eventsin their feelings of commitmentby (.79) with a standard error rate of (.04) and a critical value higher than (4.3).

Show table(4) That changed the level of pride positionsOne unit causes an increased probability of eventsin their feelings of commitmentby (.72).

In the same context, the results of Table ( ) confirmuntilThe existence of a clear explanatory relationship between organizational pride and continuous commitment to customer service, as it was found that the level of employees' attitude to pride changedOne unit causes an increased probability of eventsin their normative commitmentby (.59) with a standard error rate of (.07) and a critical value higher than (6.65)..

Table (4) Testing impact hypotheses (structural model path)

the premise	Hypothesis path	B	t-value	SE	CR	R²	F
1.	Emotional Pride ---->Emotional commitment	.79	11. 2	.04	4.3	.44	11.12*
2.	Attitude Pride---->Emotional commitment	.72	8.14**	091	3. 1		

3.	Emotional Pride ---->Normative commitment	.59	9.14**	071	6.65	.40	10.42*
4.	Attitude Pride---->Normative commitment	.77	15.92*	045	4.11		
5.	Emotional Pride ----> continuous commitment	.77	9.87*	082	2.91	.41	16.22*
6.	Attitude Pride----> continuous commitment	.61	10.11*	.092	8.01		
(x2 = 352,*df*=89 nfi = .95;,,CFI = .93; GFI = .91; RMSEA = .075).							

In the organizational pride shown by the sample towards the company, it was found that it has a real commitment towards customer service in the company, as organizational pride explained (44%, 40% and 41%) of commitment to customer service, respectively.

First: conclusions

1- The availability of feelings of organizational pride among the study sample in a positive and clear manner The presence of great feelings by service providers towards their jobs and they expressed their happiness being Members of that company and practice such a job or profession, and they also expressed their clear positions on pride with their contributions in The success of the company through the services they provide with high performance to customers.

2- A clear agreement appeared among the sample about the commitment to service, as the agreement appeared clearly about the emotional commitment of the study sample, which means that the sampleShe has great feelings that link her to the workplace and the job she performs in customer service, and that the customer service job means she has as much big from meanings character, and worth her sincerity and its loyalty her, and her survival in the time the present in This is amazing Function Issue necessary very.

3- showed results analysis to Existence relationship connection and influence morale positive between all after from Banishment pride organizational and level Commitment customer service.and this is You know? Pan feelings pride organizational can contribute in Strengthen And development commitment Service providers towards customers .

Second: Recommendations

1- To reinforce Feeling proud organization in the study sample and community should on administration company availability the opportunity for employees in customer service by expression on their feelings And permanently , in order to Identify Constantly on their emotional levels of pride.

2- Work to provide register It includes Successes company and its achievements and the establishment of continuous events and seminars to showcase these achievements, and that because pride organizational A rises As a result for a group from positions events, like Achievements and successes Distinguished ,And also location company in market And I heard it and photo mental And the tag commercial as well campaigns ad successful and style Leadership as a sources for pride organizational.

3- Reinforcement Commitment I have service providers from during Engage them with decisions that effect on their lives professional , from during the stay Seminars in workshops

the job that is centered Strengthen positive practices for service providers With what serves Goals company with activation Domain Incentives and rewards.

4- Necessity development Commitment customer service I have employees in this job position from during to provide environment organizational Allow them to innovate while providing an environment physical that help service provider for work efficiently He makes him feel with interest and increases from his commitment.

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