عنوان فارسی مقاله:
ارتباط میان فرهنگ یادگیری سازمانی و رضایتمندی مشتری مایع تاکید ارتباط و کاوش اثر تعیین

عنوان انگلیسی مقاله:
The link between organizational learning culture and customer satisfaction

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای جمع‌آوری ترجمه مقاله کامل با فرمت وردن (قابل ویرایش) همراه با نسخه انجیلی مقاله، اینجا کلیک کنید.
5. Conclusions and managerial implications

The present study supports the mediating effect of job satisfaction between organizational learning culture and customer satisfaction. This mediation model seems to have general applicability across different types of service firms, as it was tested in three different service settings (port, supermarket and automobile repair service). Specifically, it was found that the ability of a service industry to satisfy its customers is directly and indirectly associated, through employee job satisfaction, with its continuous ability to effectively and efficiently respond to environmental stimuli. These findings are in line with the results from previous studies which have supported step by step the relationships between organizational learning culture, job satisfaction, and ultimately customer satisfaction. Specifically, researches showed that organizations focusing on employee education and viewing the on-going development of their employees as priority increased employee job satisfaction (Rowden and Conine, 2005; Egan et al., 2004, Chang and Lee, 2007).