

The predicting factors of Malaysian state sports council's internal service quality

ABSTRACT

The objective of this study is to investigate the relationship and influence of organizational learning culture, job satisfaction, and organizational commitment towards the internal services quality among the staff of State Sports Council in Malaysia. The respondents consist of 155 staff of State Sports Council in Malaysia were selected for this research purpose by using multi-stage sampling method. This study is a non-experimental research using questionnaires as the instrument. The instruments used in this study are internal service quality scale ($r=0.77$), dimension of the learning organization questionnaire ($r=0.72$), job satisfaction survey ($r=0.86$) and organizational commitment scale ($r=0.70$). The data were analysed using the Statistical Package for Social Sciences (SPSS) version 20. The data obtained were analysed descriptively (mean, standard deviation, and percentage). While for inferential analysis, parametric statistic tests such as t-test, One-way ANOVA, Pearson correlation and multiple regressions were used. The overall findings showed that the level of organizational learning culture, job satisfaction, organizational commitment and internal service quality was all at high levels. The study suggested that organizational learning culture is a key factor in the quality of internal services and is reinforced by the other factors. The findings of this study can assist the human resources to understand the elements that will affect the internal service quality in an organization. This study also could make an important contribution to extant research in sports management and organizational behaviour to improve how staff committed to their organizations. Well managed services quality is one of the competitive tactics that can increase organization's income and performance.