

Explanation the Service Quality of Melli Bank Gilan Branch Employees According to Empower , Psychological, Organiza-tional Support and Leadership -Member Relationship Variables

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Abstract questionnaire. The study population consisted of two parts, the first part, of which there are 124 branches of Bank Melli is Gilan Province. And the second branch customers. branch 5 to 10 customers were ed. Finally questionnaire and collected data using SPSS 20 software and smart pls 2 on behalf analyzed. The data analysis revealed that 95% perceived organizational support and organizational commitment affects psychological empowerment. It also affects the quality of service and ultimately, organizational commitment, organizational commitment, perceived organizational support and psychological empowerment effect on the quality of services Myanjy-Gry stems. But evidence confirming the effect of leadership on organizational commitment as well as a member of the mediating role of organizational commitment in the relationship between the leaders - members of the quality of service was detected. including strategies to increase their bank managers must consider the quality of service.

Keywords : Keywords: Perceived organizational support, psychological empowerment, organizational commitment, quality of service, leadership relationship-member

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