

The Effects of Workplace Spirituality and Stress on Organizational Citizenship Behavior and Organizational Anti- Citizenship Behavior and Its Relationship with Customer Loyalty and Quality of Service (Case Study: Madaran Hospital)

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Abstract This research has been done to investigate the effects of spirituality in the workplace and occupational stress on organizational citizenship behavior and organizational anti-citizenship behaviors and their relationship with customer loyalty and quality of services in maternity hospital. The present study is a descriptive-correlational study. Survey method was used and the data gathering tool was a standard questionnaire for evaluating each of the variables. The statistical population in this research consists of all staff (female and male) of mothers hospital (226 people) and all customers. The questionnaires were distributed among all nurses of the mothers' hospital using census sampling. However, 208 questionnaires were completed because some nurses were not present at the hospital, and some did not want to do that. Also, 178 people were considered as a sample of customers by voluntary non-specific sampling method. The findings of the study were analyzed by SPSS software using Pearson's correlation and regression tests. According to the results of the research in maternity hospital, there is a significant and negative relationship between the spirituality of the work environment and job stress, there is a significant and positive relationship between the spirituality of the work environment and organizational citizenship behavior, there is a significant and negative relationship between job stress and organizational citizenship behavior,

there is a significant and positive relationship between job stress and organizational anti-citizenship behavior, there is a significant and positive relationship between organizational citizenship behavior and quality of service, there is a significant and positive relationship between organizational citizenship behavior and customer loyalty, there is a significant and negative relationship between organizational anti-citizen behavior and the quality of service and there is a significant and negative relationship between organizational anti-citizenship behavior and customer loyalty.

Keywords : Key words: workplace spirituality, job stress, organizational citizenship behavior, organizational anti-citizenship behavior, customer loyalty, service quality

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