

Effect of employees' perception of the work environment on the active performance of customer service and emotional commitment through the reward system (Case study of Rasht Municipality)

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The purpose of this study was to investigate the effect of employees' perceptions of ethical work climate on the proactive customer service and emotional commitment through reward system policies. The research method is type-descriptive-correlational. The statistical population of the research is the experts of the 5th District of Rasht Municipality. Sampling is available through non-specific sampling. The level of individual analysis is based on the Cochran formula. The statistical population of the sample is 151 people. The data collection tool is a 5-item questionnaire. Validity and reliability of the questionnaire were confirmed. The results of the research hypothesis test show that employees' perception of the ethical work climate affects the proactive customer service and the reward system policies, emotional commitment in the municipality of Rasht. Reward system policies have an impact on the proactive customer service and on emotional commitment in the municipality of Rasht.

Keywords : ethical work climate, proactive customer service, emotional commitment, reward system policies.

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