
Measurement of the mediating role in-service training in the impact of service orientation on employee's job engagement among employees of Rafah Kargaran Bank in Guilan province

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Job Engagement is one of the most important positive organizational behaviors that leads to high performance. Paying attention to career advancement is very important. The purpose of this study was to assess the role of mediating in-service training in the impact of service orientation on job engagement among employees of the Refah Bank of Guilan Province. The statistical population of the research is all employees of the bank in the city of Guilan, which is 435 people. Using Cochran's formula and randomly ed cluster sampling, the sample size was estimated to be 225 people. The data gathering tool was a standardized questionnaire for the past, and its validity and reliability were confirmed by content validity, convergent and divergent validity and composite validity. In order to analyze the data, structural equation modeling based on partial least squares approach was applied using Smart PLS3 software. The findings of the research showed that service orientation has a positive and significant effect on in-service training and job engagement. Also, the positive and significant effect of in-service training on job engagement of employees of the Refah Bank of Guilan Province was confirmed. The mediating role of in-service training in the effect of service orientation on the job enthusiasm of employees of the Refah Bank of Guilan Province was also confirmed. In this regard, it can be said that with the promotion of service orientation in the Refah Bank of Guilan Province, there can be a greater desire for employees in the workforce, which this desire can also be created through in-service training.

Keywords : Service Orientation, In-service Training, Job Engagement

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