



Article Title

Internal Market Orientation and Organizational Citizenship Behaviour in the Hospitality Industry--A Literature Review

Citation

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Abstract

Service is a vital aspect of the hospitality industry. Excellent service influences a guest's decision to return to the hotel. Support and cooperation among hotel employees are key factors in improving service quality. Hotels with employees who demonstrate behaviours or cooperative behaviours that are not formally required by the organization (Fassina et al. 2008) are more prone to providing high-quality service and customer satisfaction than those who do not possess these attributes (Tang & Tang, 2012; Wang & Wong, 2011; Podsakoff et al., 2009; Bell & Menguc, 2002). Internal market orientation is the best approach to motivating, educating and coordinating internal customers (employees) to ensure the satisfaction of everyone in the hotel. This study aims: a) to present a literature review of internal market orientation and organizational citizenship behaviour in the hospitality industry and b) define the relationship between internal market orientation and organizational citizenship behaviour as antecedents of internal service quality in the hospitality industry.

Summary

This study defines internal service behavioural intention as the degree to which an employee is willing to show internal service behaviour, such as cooperating with and assisting colleagues, namely OCB. In the hospitality service industry, employee performance and attitude are significant factors affecting the delivery of service. Thus, satisfying these internal clients is important. The success of hotel management practices depends on the practices of excellent IM activities across the service organization. One of the important dimensions of IM is an effective internal communication system. Research has confirmed, brings benefits to the hospitality industry. Additionally, it is pointed out that good organizational culture, such as teamwork, monitoring and supervision, communication and leadership, impact service quality. In general, good ISQ helps hotels attract and retain excellent service personnel who provide internal and external service quality.