

أثر التوجه السوقي والتزام العاملين على الأداء

ميثاق الربيعي

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ملخص

أستهدفت الدراسة اختبار أثر التوجه السوقي والتزام العاملين على أداء المنظمة المسوقة لخدمات النقل الجوي. حيث تم اختيار شركة الخطوط الجوية الملكية الأردنية كمجال تطبيقي. وقد اعتمدت الدراسة في قياس المتغيرات على مقاييس مختبرة وقد تأكد صحتها وثباتها لقياس المتغيرات في البيئة الحالية. وقد بينت نتائج التحليل الإحصائي الذي استخدمت فيه أساليب إحصائية مختلفة بالاستعانة ببرنامج (SPSS) نتائج مهمة، وفي مقدمتها ارتفاع مستوى التوجه بالزبائن، وجود توجه ملحوظ للشركة بالمنافسين، اهتمام غير كافي لإدارة الشركة في تحقيق التنسيق والتكامل بين الأقسام المختلفة للشركة، وجود التزام مقبول نسبياً للعاملين تجاه الشركة، وإن الشركة لم تحقق تفوق عالي في ادائها قياساً بالمنافسين. وقد أكدت نتائج الدراسة أيضاً وجود أثر موجب دال إحصائياً للتوجه السوقي على التزام العاملين وأداء الشركة ولكل من الحصة السوقية والربحية إضافة إلى تأكيد الدراسة أيضاً وجود أثر موجب ذو دلالة إحصائية للالتزام العاملين على أداء الشركة والمتمثل بكل من الربحية والحصة السوقية. وقد خلصت الدراسة إلى بعض الاستنتاجات والتوصيات لإدارة الشركة لتطوير أدائها.

ABSTRACT

Purpose of this study is to empirically investigate the relationship between market orientation, employee commitment and performance of Jordanian Royal Airways. A measurement scales with acceptable reliability and validity is developed to capture the dimensions of study variables. Statistical package SPSS was used for data analysis. Analysis of data confirm high level of customerorientation, a moderate level of competitor orientation and employee commitment, and low level of interfunctional coordination. The study also indicate no corporate performance excellence relative to competitors. Results of regression analysis show that market orientation, is significant in explaining the variation in employee commitment and performance, namely: market share and profitability. In turn, analysis of data shows that employee commitment is positively and significantly associated with market share, and profitability. The findings contribute to understanding the relationships between different dimensions of market orientation, employee commitment and performance provide critical implications for corporate managers.

Keywords: Market orientation; Commitment; Performance.



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