

The analysis of the effect of comprehended organizational reputation and job motivation of job commitment of employees of the branches of Mellat bank of Rafsanjan

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ABSTRACT:

The purpose of this research is to analyse the connection of organizational reputation, job commitment, and job motivation on employees. The statistical population of this research includes all the employees of Mellat bank in Rafsanjan which are 140 people. The volume of sample was considered as the volume of population due to the limited statistical population. Collecting of information is conducted through a questionnaire which content validity was used to validate the content of the questionnaires. Cronbach alpha was employed to determine the reliability of the questionnaires. Single-sample t-test and structural equation modeling were employed to analyze research hypothesis. The results of the analysis indicated that the organizational popularity had a direct effect on the job commitment. Analysis of the hypothesis indicated the insignificance of direct effect of job motivation on job commitment. Organizational reputation does not affect the job commitment indirectly via medium variable of job motivation and is not a mediator between organizational reputation and job commitment.

Keywords:

Job commitment, Job motivation, Mellat bank, Rafsanjan