
Does market orientation lead to higher service quality provision and performance? A study among service organisations in Northern Malaysia

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Abstract: This study examines the impact of market orientation and service quality on organisational performance. The data was gathered from a survey of 175 service organisations, of which 101 organisations participated in this study. Structural equation modelling was used to run the analysis of the study. Variables. The findings suggest that different market orientation components had different impacts on the service quality components. Service quality components were also found to be positively influencing organisational performance. The findings indicate that companies should focus on technical and functional quality in order to improve financial and non-financial performance.

Keywords: market orientation; service quality; modelling performance; service firms; Malaysia.