

The Influence of HRM Practices and Environmental Factors on Job Performance of Internal Customers of Call Centre Industry

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Abstract

Environmental factors has being responsible for job performance of employees otherwise called internal customers in many sector, however little studies integrated these factors with Human Resource Management (HRM). Specifically, this study aimed at applying these factors to volatile customer centric industry called the call centre. This is one industry that has all her indices and performances rated from the perception of customer. The study applied multiple regressions and spearman's ranking order to analyze the data, the result shows significant contribution to both theory and practice. This study affirmed that there exist a positive relationship between job performance of internal customers of call centre and training, incentive, goal setting and environmental factors as empirically justified by the findings.

Keywords: Internal customer of organization, call centre, HRM practices, Environmental factors, Job performance

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