

ABSTRACT

The purpose of study is to develop new theoretical approaches in solving conceptual controversial about the relationship of market orientation and business performance, as well as to trace and analyze the process of developing market orientation.

The study was conducted by a survey of seven Regional Development Banks in the province of North Sumatra, Riau, DKI Jakarta, West Java, Central Java, Central Sulawesi and South Kalimantan. The unit of analysis is the individual frontline employee who served as a teller, customer service, and security (security guard). Sample size in this study was 200 people. Empirical studies testing the model using Structural Equation Modelling (SEM) by using some software those are AMOS ver. 16.0, SPSS ver. 16.0, and Microsoft Excel ver. 2003.

The results show a customer orientation has positive and significant impact service orientation based voluntarian, professional commitment based voluntarian, reward, service quality, customer orientation but no significant effect on empowerment, training and employee satisfaction. Professional commitment-based voluntarian influence on employee job satisfaction and service quality. While service orientation based voluntarian positive and significant effect on job satisfaction of employees. But the training and reward do not have a significant effect on employee job satisfaction. Similarly, empowerment does not have a positive and significant impact on the reward, but reverse the reward has positive and significant impact on training .. The results also showed that employee satisfaction has positive and significant impact on quality of care.

Keywords:

Customer Orientation, Service Orientation based Voluntarian, Professional Commitment based Voluntarian, Training, Empowerment, Reward, Job Satisfaction, and Quality of Service.