****

Faculty of Commerce

Business Administration Dept.

**Pro-Social Rule Breaking for service providers and its impact on Customer-Perceived Service Quality**

**"An Empirical Study on Some Organization"**

**THESIS
 Submitted in Partial Fulfillment of the Requirement for the Degree of Master in Business Administration**

*Prepared By*
Yasmeen Abd El Azeem Mouhamed

Teaching Assistant, Dept. of Business Administration

Faculty of Commerce - Benha University

*Supervised By*

|  |  |  |
| --- | --- | --- |
| Prof. Dr. Ahmed Ibrahim Abd El Hady |  | Dr. Amany Mouhamed Amer |
| **Professor and Previous Head of Business Administration Department****Faculty of Commerce- Benha University** |  | **Assistant Professor of Business Administration****Faculty of Commerce- Benha University** |

2020

# Abstract

The main objective of this research is to highlight the effect of pro social rule breaking from services providers on custpmer perceived service  quality from the customers’ point of view , by applying on some organizations, the research also  seeks to achieve  set of objectives represented in identifying the level of perceived  service quality  in organizations under research, to identify the fundamental differences among the opinions of  the sample  regarding the dimensions of perceived service quality and pro social rule breaking from services providers, to determine the relationship between them, and identify the direction of the influence between pro social rule breaking and perceived service  quality, and finally to present some recommendations in light of the research results.

In order to achieve the research objectives, there are some hypothesis were formulated represented by:

## Main hypothesis 1:

There is a positive effect with  statistical significance of the pro social rule breaking and its three dimensions on the perceived service  quality.

Three sub-hypotheses emerge from the first main hypothesis.

H1/1: There is a positive, statistically significant, effect of pro social rule breaking for the purpose of increasing work efficiency on the perceived  service quality.

H1/2: There is a positive, statistically significant, effect of  pro social rule breaking for the purpose of helping co-workers on perceived service quality.

H1/3: There is a positive statistically significant effect of pro social rule breaking for the purpose of better serving the customer on  of perceived service quality.

## Main hypothesis 2:

There are statistically significant differences between the opinions of the sample about pro social rule breaking according to demographic variables (gender, age, educational level, type of service) in the organizations under study.

## Main hypothesis 3:

There are statistically significant differences between the opinions of the sample around perceived service quality according to demographic variables (gender, age, tribal level and type of service) in the organizations under study.

For testing hypotheses, the researcher designed a questionnaire which  includes two scales the one related to pro social rule breaking, and the other related to perceived service quality. Statistical tests were conducted to assess the validity and reliability of the research variables scales, the questionnaire was directed to a sample of clients dealing with the service organizations in the study  represented in the Qalyubia Traffic Department, the Real Estate Registry and Documentation Authority, Social insurance,  governmental hospitals in Banha) and the sample size was (384) and the response rate  was (346) percentage 90% of the total sample size.

The researcher found a positive effect of pro social rule breaking and its three dimensions on the perceived service quality, which proves the validity of the first main hypotheses, this mean This mean whenever service provider gives priority to the customer's interest and the improvement of service quality provided through violating some rules, whenever the more the clients perceive the quality of service provided to them. The researcher also reached to prove the validity of the second and third hypothesis partially which relates to the significant differences between the opinions of customers related to pro social rule breaking and perceived service quality.

Research Keywords:

* Pro social rule breaking.
* Perceived service quality.