ABSTRACT

In today fiercely competitive world of business, organizational trust is essential for management to operate the business effectively. Organization that has employees who trust in their organization is equipped with the necessary competitive advantage to compete effectively. This study focuses upon the organizational trust and its significance to the survivability of the organizations.

Most organizational trust studies were focused in the western working environment. Businesses and organizations in Thailand are facing the economic uncertainty and complexity that they must endure on the daily basis. To overcome these challenges, organization invests time and resources to develop their personnel to compete. Additionally, these personnel need to be motivated, encouraged, and contented. To excite their talents, trusting in their organization is an importance step. Once the organizational trust has emerged, the desired organizational results can be realized.

This study examines organizational trust among the inbound telephone operators of mobile telephone customer service call centers in Thailand. The independent variables to influence the organizational trust include distributive justice, procedural justice, perceived organizational support, and supervisor attributes. The dependent variables are organizational commitment, job satisfaction, and turnover intention. To understand the concepts required that transpire organizational trust can influence desired organizational outcomes.
The study is conducted using questionnaire surveys. Total of 521 inbound call center operators were surveyed. The statistical treatments deployed were Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA).

The findings validate the organizational justices, organizational support, supervisor attributes as the predictors to the organizational trust. The findings also verified the organizational trust to influenced organizational commitment, job satisfaction and lessen turnover intention. This study suggests the telephone operators to be justly treated, supported by the organization, and provided with proficient supervisor. The conclusion to this study offers suggestions for future research.