ABSTRACT

The purpose of this study is to explore the relationship within and between employee-role interface, employee-customer interface and customers' perceived quality. Employee-role interface contains role conflict and role ambiguity. Employee-customer interface consists in job satisfaction, self-efficacy and adaptability.

Total valid questionnaires are 251 sets from customer-contact employees in selected 3 insurance brokers. The questionnaire consists of 4 parts and totally 44 items. Part I is demographic profiles; part II is 12 items role conflict and 8 items role ambiguity; part III is 8 items self-efficacy, 8 items job satisfaction and 8 items adaptability; part IV is 10 items customers' perceived quality. As for research method, descriptive statistic is used. Pearson Correlation is statistical technique used for finding the relationship between variables.

Results from the study shows as follows:
1. There is positive relationship between role conflict and role ambiguity. Role conflict has negative relationship with job satisfaction, self-efficacy and adaptability. Role ambiguity has negative relationship with employee job satisfaction and self-efficacy

2. There is positive relationship between self-efficacy and adaptability. It also finds that self-efficacy, job satisfaction and adaptability are positively related with customers' perceived service quality.

3. However, the researcher finds no evidence of a relationship between role ambiguity and adaptability as well as self-efficacy has no relationship with job satisfaction.

The researcher recommends that managers should find ways to reduce role and conflict and role ambiguity. Also, they should develop convenient workplace environment, sufficient facilities, fascinate benefits and welfare. Empower employees and formulate training program to raise the ability of knowledge and adaptability skill to suit customers' perceived service quality.