

## **Effects of Service Quality Management Capability and Business Alliance Effectiveness on Performance of Tourist Agency Business in Thailand: The Moderating Role of Organizational Climate**

**Authors :** Chanthima Phromket, Jakret Mettathamrong, Parnisara Prajudtasri

**Abstract :** The purpose of this paper is to investigate the relationship between effects of service quality management capability and business alliance effectiveness on the performance of tourist agency business in Thailand: The moderating role of organizational climate. A survey was used as a research instrument and was given to the owner/managers of tourist agency business in Thailand. The model is tested using the data collected from 400 tourist agency business in Thailand. The results indicate that service quality management capability have the positive influence on business alliance effectiveness and performance. Trust, commitment, and cooperation are the antecedents that have a positive effect on the performance, and the results show non-significant when it is moderated by Organizational climate. Thus, contributions and suggestions are also provided for further research.

**Keywords :** service quality management capability, business alliance effectiveness, organizational climate, tourist agency

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