

# The Influence of Organizational Innovation towards Internal Service Quality in MBKS

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## **Abstract**

Internal service quality and organizational innovation are really important in satisfying the internal and external customers' expectation and needs. Organizational innovation is actually one of the significant factors that can affect the internal service quality of the organization. This paper describes the development of Innovative Internal Service Quality (IISQ) Model in measuring the influence of organizational innovation (based on its three main determinants) towards internal service quality (reliability, responsiveness, tangibles, assurance and empathy) in MBKS while gender acts as the moderating factor. The paper examines three main determinants of organizational innovation (innovation leadership, managerial levers and business processes) which can affect the internal service quality of an organization as well as describes how those three determinants affect the internal service quality. It will help to provide future researchers with literature in studying the influence of organizational innovation towards internal service quality. This paper can contribute in developing an improved model for organizational innovation and internal service quality.

*Keywords:* organizational innovation; internal service quality; gender; Innovative Internal Service Quality (IISQ) Model

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## **1. Introduction**

Organizational innovation has many significant impacts on organizational performance. It is a new organizational method in a firm's business practices, workplace organization and external relations (Steiber, 2012). OECD (2007)

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