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YU-CHUAN CHEN

National Taiwan Normal University, Taiwan

HSIU-HSI LIU

National Academy for Educational Research, Taiwan

EFFECT OF ORGANIZATION IDENTITY AND RELATIONSHIP QUALITY ON TEACHER LOYALTY IN TEACHER EDUCATION DEPARTMENTS

Abstract:

This study explored the effects of organization identity and relationship quality on teacher loyalty in teacher education departments in Taiwan. Organization identity is an important aspect in management industries and in the education sector. The relationship quality in universities refers to teachers' engagement with their job. A high relationship quality can improve teacher loyalty. Data were collected from 120 teacher education departments and 192 university teachers in Taiwan. Structural equation modeling, confirmatory factor analysis, and path analysis were used to analyze and verify the relations among organization identity, relationship quality, and teacher loyalty. The analyses provided moderate support for the hypothesized model. The results indicated that both organization identity and relationship quality affect teacher loyalty in teacher departments. The relationship quality of departments serves as an influential mediator of the model.

Keywords:

loyalty, organization identity, relationship quality, teacher education department

JEL Classification: L39