European Journal of Business and Management
ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)
Vol.9, No.18, 2017

The Indirect Effect of Organizational Prestige on the Effect of Organizational Trust and Organizational Support on Organizational Identification

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Abstract

It is assumed that the employees who manage to integrate with their organizations receive the required support and protect the reputation of their company by believing that this support could be maintained. In this study it is aimed to determine the effect of organizational trust and organizational support on organizational identification and whether there is an indirect effect of organizational prestige on this effect. Cummings, and Bromiley's organizational trust inventory (1996), Eisenberger, Huntington, Hutchison, and Sowa' (1986) organizational support and Mael and Ashforth's (1992) organizational identification and organizational prestige scales are used in the survey carried on 191 participants working in the electronics sector. Cronbach's Alpha Coefficients showed that the scales are found highly reliable; organizational trust scale is verified with its 3-factor structure and the other scales with their single factor structures. As a result of the analyses done by structural equation model it is determined that organizational trust and organizational support have direct effect on organizational identification and organizational prestige. It is also determined that organizational prestige has no indirect effect on the relationship between organizational trust, organizational support and organizational identification. The results are thought to contribute to future studies.

Keywords: organizational trust, organizational support, organizational identification, organizational prestige.

JEL Classification Code: D23, M54, G32

1. Introduction

Today organizations are looking for a way to gain sustainable competitive advantage in order to maintain their existence, meet the requirements of their stakeholders and survive no matter whichever sector they perform in. When the effect of globalization is taken into consideration, it could be mentioned that this competition is not only experienced within the country but also around the world. As a result, providing the effectiveness of all the company production resources and most importantly, human resources is an inevitable necessity in order to maintain sustainable competitive advantage.

Basic studies done on management science, from traditional management approach to postmodern management approach in our day, have focused on organizational attitude and behaviors and factors which are thought to be effective on these could increase the effectiveness of the employees (Ashforth, 2016). Eventually, identity and identification remain attractive constructs for organizational scientists (Albert, Ashforth, & Dutton, 2000: 13). Organizational identification, the most important variable, is considered as one of the supplementary business manners in terms of being one of the most crucial issues in the science of organizational behavior (Epitropaki, 2013). For this reason, the main idea behind the organizational identification is that it should help the employee to integrate, in other words to identify with his job, to feel himself energetic while working, to find meaning in what he's doing and to focus on his job more and to get satisfaction (Okten & Erben, 2010: 94). Organizational identification has become a very popular topic lately as it consists the idea of being an employee, who can identify himself with the organization and therefore, contributing to increase the organizational success (Brown, 2015).

In an environment where there is downsizing, lay off, loss of job security, decrease in additional aid and no more regular pay rise, the employees' possibility of believing that the employers are discharging their responsibilities and obligations is rather low (Deery, Iverson & Walsh, 2006). As most organizations are trying to survive in such difficult economic conditions, how to protect the emotion of connection between the employee and the

organization is a crucial organizational problem. Besides, the changing nature of employment relations and how much it affects organizational identification is another important issue. It is assumed that employees who believe that their organizations support and will continue to support them could integrate with their organizations more easily. It is also considered that the organizational prestige perceptions of the employees are quite high regarding their organizations which provide sustainable support.

When the studies and several factors with which organizational identification is related are taken into consideration, it could be mentioned that more comprehensive studies and studies that examine different models are required to be done on the variables which affect organizational identification in order to understand organizational identification better. In this study, which is done in order to meet this requirement -at least partially-, the effect of perceptions of organizational trust and organizational support on organizational identification is examined and whether organizational prestige plays a moderating role in this effect is determined.

In this study, literature studies on making assumptions regarding the relations of organizational trust, organizational support and organizational prestige variables which are considered as effective on organizational identification and the antecedents of organizational identification are mentioned. Besides, in the methodology part, research model and findings are presented, these findings are interpreted in the conclusions and suggestions part and some suggestions are made for the future academic studies and practitioners.

2. The Literature Study Regarding the Presentation of the Variables

Organizational identification is the situation when a person perceives himself as one, the same and a whole with the organization and accepts its achievements and failures as his own (Mael & Ashforth, 1992). In other words, the employee's seeing himself as a part of the organization is a dimension of organizational identification (Miller, Allen, Casey, & Johnson, 2000; Scott & Lane, 2000). The employee has formed a connection between organizational identification and identifying himself and identifying the organization (Dutton, Dukerich & Harquail, 1994), and he has developed an emotional attachment to become a member of that organization by linking organizational values with the cognitive awareness of becoming a member (Tajfel, 2010). And therefore, it increases the self-respect of the employee and enables him to have positive ideas of himself (Ashforth, Harrison, & Corley, 2008).

Organizational identification helps the employee to identify and locate himself in the organization, present a respectful identity, form a meaningful relationship among different roles and identities, create coherence and maintain it, and finally feel himself unique and important (Rogers, & Ashforth, 2017). Organizational identification fulfills the employees' requirements of feeling themselves belonging to a group, safe and prestigious by increasing their ego, consciousness and perception. It also makes the individual feel safe by decreasing the uncertainties that may arise from the lack of social relations.

The concept of organizational identification which was used together with the concept of motivation at first (Lee, 2013) means that the individual regards the loss or gain of the group he belongs to as his own loss or gain; that is, he identifies himself with the identity of the group (Ashforth & Mael, 1989). For this reason, organizational identification can be categorized not only in group level, but in three different levels. These are identification in individual level, identification in group level and identification in organizational level (Miller et al., 2000). Organizational identification occurs as a result of interaction and communication, no matter which level it occurs in.

Organizational identification is created when symbolic bonds are formed between the individual and the organization and are developed in time (Edwards, 2005). The employees who identify with these bonds identify themselves, transfer this to other employees and shape their lives and their relationships with other employees in the light of this identification (Ashforth, Harrison, & Corley, 2008). It is known that employees with a high level of organizational identification prefer being with the organization not only in ordinary but also in extraordinary situations such as a crisis, due to the psychological bond they have with their organization (Dutton, Dukerich & Harquail, 1994), they also adopt the organizational values and aims as their own and protect the benefits of the organization (Cüce, Güney & Tayfur, 2013). The basic foundation of the organizational identification is tried to be explained by an approach which is put forward by social identity theory (Balcı et al., 2012).

Social identity theory tries to explain why and how an individual creates a business identity (Lee, Park, & Koo, 2015). This theory states that the social groups which the individual belongs to are effective in shaping the individual's ideas, emotions and behavior. In other words, the individual shapes and develops his social identity according to the groups he belongs to (Tajfel, 1982; Tajfel, & Turner, 1985). The individual is affected by the values, attitude and behavior of the group he's in while creating his social identity (Riketta, 2005.) This social

identity formed by the individual is about how much the characteristics of the group complies with his own characteristics (Yuki, 2003).

Trust is considered as 'social glue' that holds different organizational structures together (Atkinson & Butcher, 2003). Organizational trust, which is a very important concept in organizational life, can be defined as a process during when certain values such as honesty, belief, loyalty and sincerity are formed in the relationships of the organization members within the organization to help them reach their aims (Singh, & Srivastava, 2016). In other words, organizational trust is a web of organizational relations and behaviors that occur when employees' feel that they trust other employees, the group that they're in, the managers and the organization in general regarding the interaction and the relationships in the organization (Cummings & Bromiley, 1996; Duffy & Lilly, 2013). According to Huff and Kelley (2003), organizations which have employees with a high level of trust are more successful and innovative organizations compared to the ones which have employees with a low level of trust. In addition, organizational trust can be considered as a psychological environment that should be created with the participation of all the members based on the positive expectations that the organization creates (Fulmer & Gelfand, 2012).

Another factor which is effective on organizational identification is organizational support. It is stated that as the perception of organizational support, one of the antecedents of organizational identification, increases, the tendency of the employees to develop a bond with their organizations increases as well (Edwards & Peccei, 2010). In this respect, organizational support is the perception regarding when other people in the organization show respect to the employee and agree that he performs good behavior (Eisenberger et al., 1986). Furthermore, organizational support which is defined as the beliefs of the employees concerning how much the organization notices the contributions of the employees, how much it values them and how much it cares about their well-being, depends mostly on communication (İplik, İplik & Efeoğlu, 2014). On the other hand, it is the indicator that employees whose needs are respected and whose efforts are valued properly are going to perform very well in order to help the organization reach its aim (Rhodas & Eisenberger, 2002).

The perception of organizational prestige is another research variable examined in the context of this study. Institutional factors that organizations can influence are reputation and perceptions of organizational prestige (Smidts, Pruyn, & Van Riel, 2001). Organizational prestige, from a general point of view, is about how 'good' or 'bad' an organization is evaluated (Weiss, Anderson & MacInnis, 1999; Roberts & Dowling, 2002; Walker, 2010). In other words, organizational prestige is shaped by perceptions that are owned by different external stakeholders related to the organization (Carmeli & Tishler, 2005; Feldman et al., 2013). As it is emphasized by Smidts, Pruyn and Riel (2001), perceived organizational prestige is the ideas or beliefs of employees about the firm. However, perception of organizational prestige points to a broad belief held by employees regarding how external stakeholders view the organization (Mael & Ashforth, 1992; Dutton, Dukerich & Harquail, 1994). The perception of organizational prestige refers to individual perceptions and information about the organization (Smidts, Pruyn, & Van Riel, 2001) is related to workplace attitudes, such as affective commitment and job satisfaction, as well as employees' overall affective well-being (Carmeli & Freund, 2002; Herrbach & Mignonac, 2004).

Organizational prestige is explained by signaling theory, strategy theory and resource based theory (Smith, Smith, & Wang, 2010). Although the concepts of reputation, prestige, esteem, and goodwill are defined by different disciplines, e.g., economics, marketing, sociology, and accounting, there are two common issues in both definitions (Shenkar, & Yuchtman-Yaar, 1997; Feldman, Bahamonde, & Velasquez Bellido, 2013). Firstly, the concept of organizational prestige is about social cognition and is shaped by knowledge, impression, perception and belief. And secondly, this social cognition is formed on the minds of external observers (Rindova, Williamson, & Petkova, 2010). On the other hand, organizational prestige is a concept that could be confused with certain concepts. The most common one is corporate image. Organizational prestige and corporate image are similar concepts. However, organizational prestige should not be confused with corporate image.

Although organizational prestige is a concept based on the organization's history, it also affects the expectations of the organization regarding its future acts (Gümüş & Öksüz, 2009; Smith, Smith, & Wang, 2010). Corporate image is a visual that can be formed in quite a short time, whereas, organizational prestige is a value that can be gained as a result of the efforts of the organization in the long run (Chun, 2005). Organizational prestige is related to certain organizational values due to its long-term structure and studied as the prior and posterior of these variables (Huff & Kelley, 2003; Castro et al., 2006; Dortok, 2006; Esen, 2012; Aracı, 2015).

Therefore, the aim of this study is to examine the effect of organizational trust and organizational support perceptions on organizational identification and examine the indirect effect of perceived organizational prestige

on this effect, which are presented and defined above in the context of this study. In addition to the theoretical framework presented above regarding organizational identification, organizational trust, organizational support and organizational prestige, an analysis of the previous studies that support the formation of the assumptions and the model in the light of the aim of this study are presented in the following part.

3. Inter-variable Relations

Organizational identification was first presented in the literature in 1960 and has been studied often for the last 30 years (Pratt, 1998; Kreiner & Ashforth, 2004; Boroş, 2008). The curiosity about which variables organizational identification affects and which variables it is affected by has been continuously increasing. It is stated that organizational identification is related to positive behaviors such as organizational loyalty, the decrease of the turnover intention (Akgunduz, & Bardakoglu, 2015), the increase of job satisfaction, forming a positive corporate image and organizational citizenship (Yousef, 2017).

When certain studies on variables affected by organizational identification are examined, it is determined that organizational identification is related to many factors such as organizational trust (Puusa & Toivanen, 2006; Ertürk, 2010; Campbell & Im, 2014; Şirin, 2016), performance evaluation system, organizational learning (Wang, Tseng, Yen, & Huang, 2011), organizational prestige (Keh & Xie, 2009; Öz & Bulutlar, 2009), transformational and interactionist leadership (Epitropaki & Martin, 2005), inter-organizational communication (Tüzün & Çağlar, 2008), managing diversity (Taşlıyan, Hırlak & Çiftçi, 2016), organizational loyalty (Çakınberk, Derin & Demirel, 2011), job satisfaction (Oktug, 2013; Akbaş & Çetin, 2015; Başar & Basım, 2015), person-organization harmony (Akbaş & Çetin, 2015), organizational support (Özdemir, 2010; Turunç, 2010), structural empowerment (Erbay & Turgut, 2015), organizational justice (Cüce, Güney & Tayfur, 2013; Ateş, 2015), cynicism (Argon & Ekici, 2016), organizational image (Karabey & İşcan, 2007), individual creativity (Kesen, 2016), integrating with the job (Ökten & Erben, 2010), organizational citizenship behavior (Karabey & Işcan, 2007) and organizational climate (Smidts, Pruyn, & Van Riel, 2001).

Besides, in some studies it is determined that organizational identification has an indirect effect on the effect of transformational /transactional leadership perceptions of the employees on their job satisfaction (Morçin & Çarıkçı, 2016), the relationship between the perceived organizational support and business performance (Shen et al., 2014), the relationship between procedural justice and organizational loyalty (He, Zhu, & Zheng, 2014), between the intention of resignation and organizational citizenship behavior (Shen et al., 2014), the relationship between compulsory citizenship behavior and organizational citizenship behavior (Zhao & Peng, 2014), between organizational support perceptions and organizational citizenship behavior (İplik, İplik & Efeoğlu, 2014) and the effect of power tendency on organizational loyalty in terms of organizational culture (Polat & Meydan, 2011).

Recently analyzing organizational trust and organizational identification together has become popular in literature. The reason for this could be the common features they share. Both organizational trust and organizational identification are affected by meaning, understanding and evaluation within the organization. Both are formed by the social interaction within the organization (Puusa & Toivanen, 2006). Organizational trust plays a critical role in activities and processes such as creating a common aim, developing coordinated and harmonious behavior, leadership, forming a team spirit, creating a sense of belonging, organizational loyalty and contributing to the increase of job satisfaction, which are considered as important in terms of organization (Huff & Kelley, 2003). When these issues that are affected by organizational trust are taken into consideration, it could be stated that organizational support could also be related to organizational identification and will affect it.

Some studies showed that there is a positive relationship between organizational support and organizational trust (Narang & Singh, 2012; Duffy & Lilly, 2013) and the social support perceived by the employees helps the creation of organizational trust (Eisenberger, Fasolo, & Davis-LaMastro, 1990). The studies on the relationship between organizational support, organizational trust and organizational identification point out that both of these organizational issues affect organizational identification (DeConinck, 2010). On the other hand, organizational communication being put forward as a factor strengthening organizational identification (Tüzün & Çağlar, 2008) shows that it could both affect the relationship of organizational support and organizational identification with communication and these two factors could also affect each other. For instance, according to Borgen (2001), a strong organizational identification is an important trust building mechanism. In another study, done on physical education teachers, Şirin (2016), found a significant relationship between organizational identification and organizational support perception.

In a study analyzing the relationship between the effect of teachers' perceptions of organizational support and their levels of organizational identification, Özdemir (2010) determined a presence of a positive relationship between the teachers' perceptions of organizational support and organizational identification. Similarly,

Campbell and Im (2014), in their study they did on 10.222 people in Australia, determined a high level relationship between organizational identification and organizational support perception and stated that organizational support is a powerful antecedent of organizational identification.

In another study done by Turunç and Çelik (2010) to analyze the effect of organizational support and job stress on organizational identification and job performance, it is presented that organizational support and job stress have significant effect on organizational identification. It is also determined that organizational identification affects job performance significantly and plays a complete mediating role between organizational support and job performance.

Ashforth and Mael (1989), in their study concerning linking social identity theory with organizational identification, state that if the organization is perceived as superior by the individual when compared to other organizations, if the appeal and prestige perceptions of the organization is high for the individual, if the individual has a high level of common past experiences and common aims with the organization, then employees will have a high level of identification potential. Although corporate reputation concerns all the stakeholders of the organization, when considered as inter-organizational, the organizational prestige perception of the employees is at the forefront. In this respect, some studies include organizational factors which are effective on the organizational prestige perceptions of the employees. For example in the study of Aracı (2015), it is determined that individuals take the reliability, the vision, the financial situation, the effect and uniqueness, the leadership situation of the organization into consideration while evaluating organizational prestige. On the other hand, organizational prestige applications create a positive and significant effect on organizational trust (Esen, 2012).

It is accepted that perceived organizational prestige is a product of repetitive interactions of the internal and external stakeholders and their experiences gained in time (Castro et al., 2006; Dortok, 2006) and organizational trust and organizational support affect the perceived organizational prestige of the employees in time. In addition, it is assumed that both organizational identification and perceived organizational prestige could be affected by organizational trust and support. On the other hand, there are also studies in which it is realized that perceived organizational prestige has an effect on perceived organizational identification (Smidts, Pruyn, & Van Riel, 2001; Keh & Xie, 2009; Öz & Bulutlar, 2009; Gray & Balmer, 1998).

4. Research Methodology

4.1. Study Model

This study is an applied research and it is structured as causal. The model and the hypotheses of this research are determined in accordance with the literature explanations mentioned above. As it can be seen in the research model presented in Figure 1, the main dependent variable of this research is organizational identification. In addition to this, perceptions of organizational trust and organizational support are two independent variables and they are assumed to be affecting organizational identification and organizational prestige.

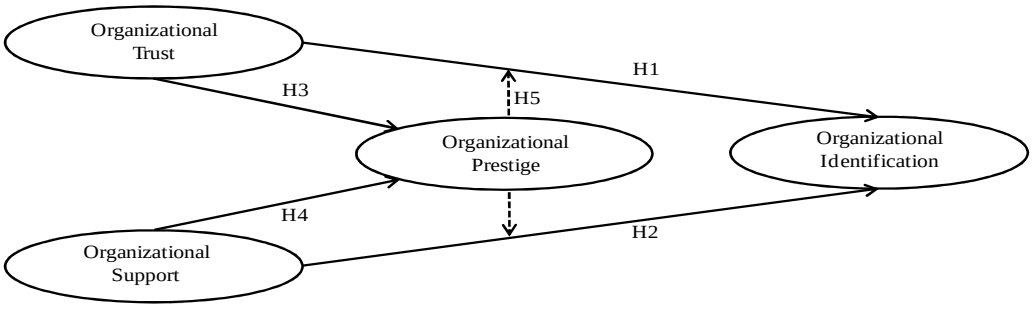

Figure 1: The Research Model

Furthermore, organizational prestige is the mediating variable with an indirect effect. In the light of these evaluations, the research hypotheses related to the research model presented in Figure 1 are as follows:

Hypothesis 1: Organizational trust has a significant and positive direct effect on organizational identification.

Hypothesis 2: Organizational support has a significant and positive direct effect on organizational identification.

Hypothesis 3: Organizational trust has a significant and positive direct effect on organizational prestige.

Hypothesis 4: Organizational support has a significant and positive direct effect on organizational prestige.

Hypothesis 5: Organizational prestige has an indirect effect on the effect of organizational trust and organizational support on organizational identification.

4.2. Research Scales

Perceived Organizational Trust Scale: A short version of the scale which was developed by Cummings and Bromiley (1996) to measure the organizational trust that the employees perceive is used in this study. It was used in Tüzün's (2006) study and consists of 12 statements. The participants are asked to give answers to the questions about their perceptions of trust regarding their organizations according to the 7-Likert-type scale (I totally disagree=1 and I totally agree=7). The scale developed by Cummings and Bromiley (1996) consists of 3 factors and 19 statements; however, in this study a 2-factor and 12-statement short form of this scale, which was adapted into Turkish by Tüzün (2006) is used. In the scale of Cummings and Bromiley (1996), cognitive trust is measured by 7 (1, 2, 3, 7, 8, 9, 11), emotional trust is measured by 5 (4, 5, 6, 10, 12) and behavioral trust is measured by 7 (13, 14, 15, 16, 17, 18, 19) statements. The short form of this scale leaves out the behavioral dimension. The reason why this short form is used is that because it has a higher validity level compared to the long one. The scale is used as a single factor.

Perceived Organizational Support Scale: A short version of the scale which was developed by Eisenberger, Huntington, Hutchison, and Sowa (1986) to measure the support level of the employees is used in the study. The scale was re-considered by Stassen and Ursel (2009) and a short version of it was created. And in this study, this short version, which was adapted into Turkish by Turunç and Çelik (2010) is used. The scale consists of 10 questions and there are statements such as 'the responsibilities undertaken for the benefits of the organization are appreciated', and 'my well-being and satisfaction is important for the organization I work for' in the scale. The answers are collected by the help of a 5-Likert-type scale. (I totally disagree=1 and I totally agree=5). The factor analysis showed that the factor load of a statement (statement 9) was too low so it was taken out. Turunç and Çelik (2010) also stated that they took statement 9 out of the scale as they too had a similar result in the factor analysis they did.

Perceived Organizational Identification Scale: The 6-question scale developed by Mael and Ashforth (1992) and was adapted into Turkish by Tüzün (2006) is used in the study. This organizational identification scale has been used in many other studies as well (Bhattacharya et al., 1995; Mael & Tetrick, 1992; Mael & Ashforth, 1992; Van Knipperberg & Van Schie, 2000; Smidts, Pruyn, & Van Riel, 2001). For Mael and Ashforth's (1992) scale, which consists of 6 questions, the Cronbach's Alpha Coefficients are stated to be above 0.80. The variable has a single dimension.

Perceived Organizational Prestige Scale: The scale developed by Mael and Ashforth (1992) is used to measure the organizational prestige perceptions of the employees. The scale consists of a total of 8 questions, 4 of which are reverse questions. (For example, 'the employees of the other organizations in our sector underestimate the organization I work for' and 'this workplace is considered as the best in its sector'. The summary of the factor loads, gathered at the end of the exploratory factor analysis is presented in Table 1 and it is found out that the scale has a single factor structure similar to the ones in the previous validity analyses (Gürbüz, 2010; Yeşiltaş et al., 2011).

4.3. Sample and Data Collection Method

The sample is determined as the employees of an Izmir-centered organization, which activates in the electronics sector in the Aegean Region. A survey, which consists of previously prepared close-ended questions, is used in order to collect data. In the context of application, a total of 420 employees were sent these surveys, including the ones that are not going to be returned. The data were collected both electronically and on printed survey forms. 236 surveys were answered by the participants. The rate of the returning surveys is %56.1. Among these surveys 191 of them, which were answered properly were evaluated. The application of the survey was done between18, August and 3, November 2016.

The survey consists of five parts. In the first part, there are 8 questions regarding demographic information such as job description, age, sex, education, marital status, length of service in that workplace, total length of service and workplace. In the second part, there are a total of 44 questions, 12 of which measure organizational trust perception, 10 of which measure organizational support perception, 6 of which measure organizational identification perception and 8 of which measure perceived organizational prestige. The participants are asked to give answers with a 5 and 7-Likert type scales (I totally disagree=1 and I totally agree=7).

4.4. The Analysis of the Scales Used in the Research

To test the validity of the scales used in the study, a single factor exploratory factor analysis was done for all the variables. As the adaptive values produced by the measurement models were not in the acceptable limits, some modifications suggested by the program were done. As a result of these modifications, a total of five statements, two of which from the organizational trust scale and three of which from the perceived organizational prestige scale were taken out. And finally, the single dimension structures of all the scales were confirmed as the adaptive values produced by the measurement models were in the acceptable limits.

To test the reliability of the scales Cronbach's Alpha Coefficients are calculated. The coefficients are calculated as 0.76 for the organizational trust scale, 0.80 for the organizational support scale, 0.87 for the organizational identification scale and 0.77 for the perceived organizational prestige scale. These scores prove that the scales are reliable.

4.5. The Analysis of the Data and Findings

4.5.1. The Demographic Features of the Participants

%37.2 of the participants are women (N= 71) and %62.8 of them are men (N=120). %47.6 of them are married (N= 91) and %52.4 of them are single (N= 100). %52.9 of them are high school graduates (N= 101), %53.9 of them have been working for this company for 1-3 years (N= 103) and %40.3 of them have work experience of 1-3 years (N= 77). The average age of the participants is 30.

4.5.2. The Correlation Analysis Findings Related to the Research Variables

The findings related to the average, standard deviation and correlation values of the study variables are presented in Table 1. The dimension average between 0.1 and 0.29 shows low correlation, the average between 0.3 and 0.49 shows medium and the average between 0.5 and 1.0 shows high correlation (Pallant, 2001). As a result, it is determined that there is a significant correlation among the four study variables.

Table 1. Correlations between variables studied

	Mean	**sd**	**OG**	**OD**	**OO**
Organizational Trust **(OG)**	4.2513	1.05700	-		
Organizational Support **(OD)**	3.0162	.68549	.368**	-	
Organizational Identification **(OO)**	3.3752	.96184	.641**	.405**	-
Organizational Prestige **(KI)**	3.1550	.75272	.384**	.648**	.346**

*** Correlation is significant at the 0.01 level (2-tailed).*

It can be seen that while there is a significant and a high level of correlation between organizational identification and organizational support (r=0.641; p=0.01) and organizational support and organizational prestige (r=0.648; p= 0.01), there is a medium level of correlation between the relationship of organizational trust and organizational support (r=0.368; p=0.01) and organizational prestige (r= 0.384; p= 0.01) as well as between organizational support and organizational identification (r=0.405; p=0.01) and organizational identification and organizational prestige (r=0.346; p= 0.01).

4.5.3. Structural Equity Model

The structural equity model developed in order to test the study hypotheses 1 and 2 is presented in Figure 2. The adaptive values (X2: 793.892; df: 272; X2/df: 2.919; GFI: 0.86; CFI: 0.98; RMSEA: 0.079) of the structural model in Figure 2 are considered to be within the acceptable limits (Meydan & Şeşen, 2011).

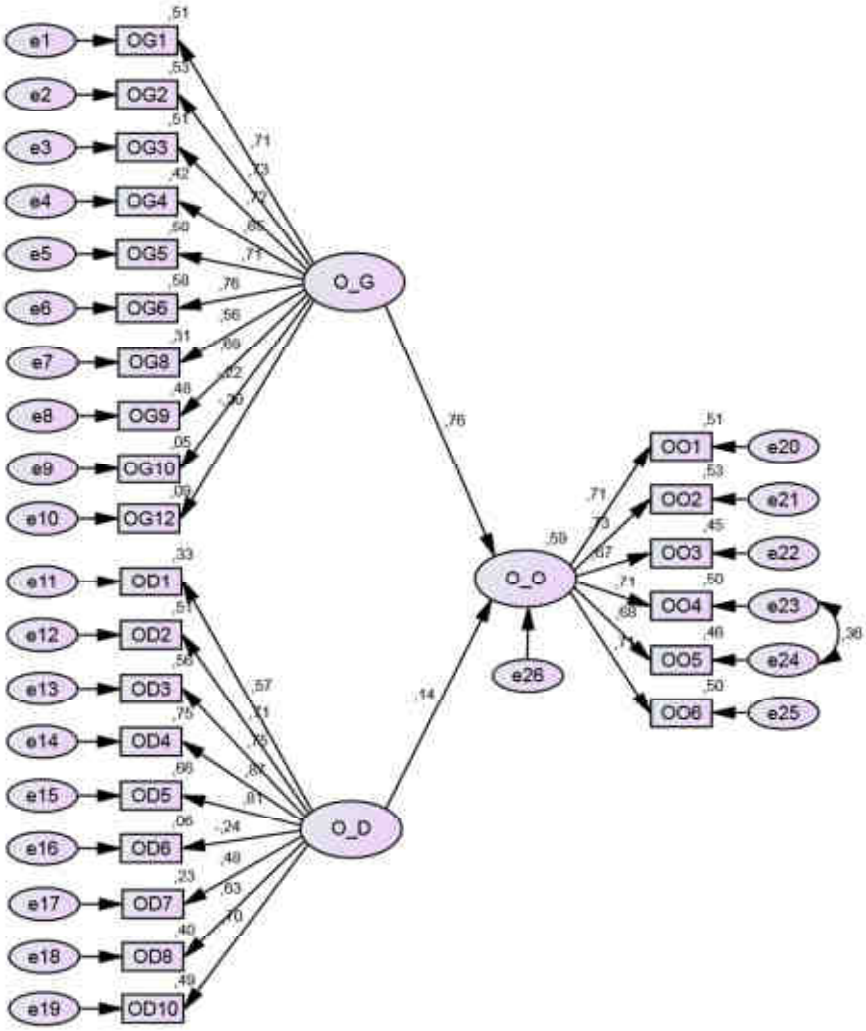

Figure 2. Structural Equity Model

Hypotheses 1 and 2 are supported as it is found out that organizational trust has an effect on organizational identification (β= 0.76; p<0.05) and organizational support has an effect on organizational identification (β= 0.14; p<0.05).

The evaluation of the R2 values of the model shows that 59% of the organizational identification is explained by the help of organizational trust and organizational support variables.

The mediating role of organizational prestige in the effect of organizational trust and organizational support on organizational identification is tested with the 3-stage method that Baron and Kenny (1986) introduced. In the first stage of this method that the writers developed, the effects of the independent variable on the dependent variable are presented (Figure 2).

The structural equity model formed to analyze the second and the third stages is presented in Figure 3. The adaptive values (X2: 1111.924; df: 399; X2/df: 2,787; GFI: 0.88; CFI: 0.97; RMSEA: 0.075) of the structural model in Figure 3 are considered to be within the acceptable limits (Meydan & Şeşen, 2011).

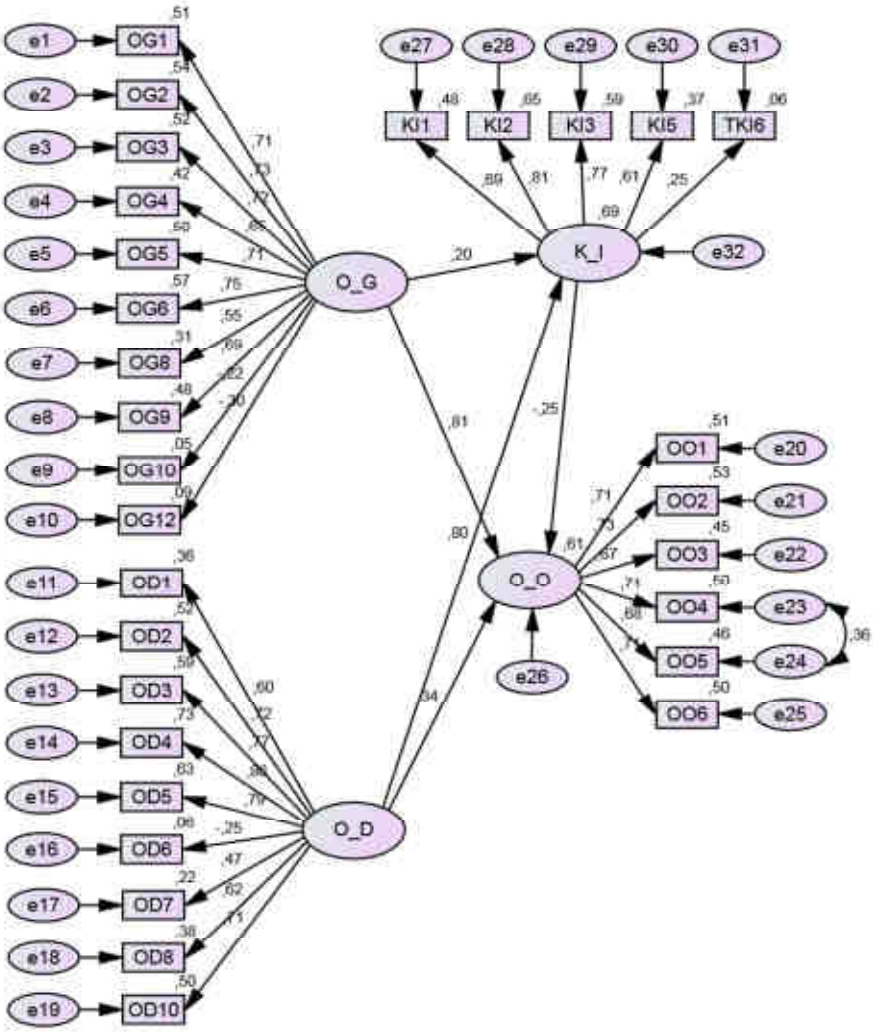

Figure 3. Structural Equity Model for Indirect Effect

Study hypotheses 3 and 4 are supported as it is found out that organizational trust has an effect on organizational prestige (β= 0.20; p<0.05) and organizational support has an effect on organizational prestige (β= 0.80; p<0.05). Now that the effects of independent variables on the mediating variable are found out, which is the second stage of Baron and Kenny (1986), the third stage is tested to determine the mediating role.

As it is p>0.05 in the relationship between perceived organizational prestige and organizational identification, no significant effects of the mediating variable were found statistically on the dependent variable. As a consequence, it is considered that there is no mediating effect since Baron and Kenny's (1986) third stage wasn't achieved. Therefore, study hypothesis 5 is not supported.

The R2 values of the model show that 61% of the organizational identification is explained by the help of organizational trust and organizational support variables.

5. Conclusion and Suggestions

In the literature of management and organization, people are still trying to find answers to the questions, 'how could we increase the effectiveness of the employees?' and 'which business manners would contribute to increase it?'. However, it wouldn't be wrong to say that the real problem is to find out how to keep the employees within the organization after helping them increase their effectiveness. For this reason, the increasing rate of the employees changing jobs and the cost of this are the most two important problems for the organizations in our time, no matter which sector they perform in. Therefore, the factors related to the antecedents of the organizational identification level of the employees with increased effectiveness and the effort of fulfilling conditions play a critical role in the success of the organizations.

Organizational identification, which is becoming a more and more popular concept in achieving success and analyzed by many people, is dealt as an important business manner in this study as well. So this study focuses on the relationship of organizational identification with organizational trust, organizational support and perceived organizational prestige, which are considered as its antecedents and analyzes the effect of organizational trust and organizational support perceptions on organizational identification and the indirect effect of perceived organizational prestige on this effect.

According to the findings of the study, as the employees' perceptions of organizational trust and organizational support increase, their level of organizational identification also increases. This is because the employees who trust and are supported by their organizations perceive themselves integrated with the organization, they see themselves as a part of it and perceive the achievements and the failures of the organization as their own. Besides, this finding points out that the organizational identification of the employees could be explained by organizational trust and support. It is found out that, although both variables are effective on organizational identification, the effect of organizational trust on organizational identification is much stronger than the effect of organizational support on organizational identification. Such a finding shows us that trust could be considered as a result of the individual's critical role as 'social glue' that he plays in the organization, in his relationships and interactions.

Search of trust could come even before search of support. If the employee has no trust in the organization or if it's relatively low, then he will have a low or no expectation of support. In our communitarian and feminine dominant social culture of our country, an employee giving importance to trust in his workplace, in other words, first of all feeling himself safe could be a reason for the explanation of this finding.

Another finding in the context of this research is that as organizational trust and organizational support perceptions increase, the perceived organizational prestige levels of the employees also increase. Employees who trust their organizations and are supported by them consider the perceived organizational prestige of their organizations as high. Although both variables are effective on organizational prestige it is determined that the effect of organizational support on perceived organizational prestige is stronger than the effect of organizational trust on organizational prestige. This situation is vice versa regarding the effect of organizational trust on organizational identification being stronger than the effect of organizational support, which is explained above. The reason for this is the organizational prestige perception is more dependent on organizational support when compared to organizational identification.

Employees are affected by organizational support factors more in raising the perceived organizational prestige. Organizational support, having a more concrete and easily noticeable structure than organizational trust, is effective in acquiring such a result. The support that the organization provides is measureable, understandable, expressible, and therefore transferable compared to trust, which is abstract.

The results of the analyses in the context of the study show that perceived organizational prestige does not play a mediating role in the effect of organizational trust and organizational support perceptions on organizational identification. It could be stated that the reason for this is organizational trust and organizational support don't have the same amount of effect on organizational identification and perceived organizational prestige. While organizational trust affects organizational identification more than organizational support does, organizational support affects perceived organizational prestige more. It could be considered that this situation prevents perceived organizational prestige to play an indirect role in the effect of organizational trust and organizational support perceptions on organizational identification.

This study has some limitations such as time and financial difficulties. Although the subject of the research is about the relationship of employees' perceptions of organizational trust and organizational support between organizational identification, organizational trust is limited with a single factor. Another limitation is that the research population and the research sample are limited with the employees of only one organization in the electronics sector. In the future studies to be done with the same variables, different research models could be created in the light of the findings of this study so that it would help organizational identification to be understood better. For future studies, it would also be useful to study on bigger samples and in different sectors.

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