



The influence of service innovation practices on organisational reputation

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Abstract

Organisational image and reputation, as non-financial performance measures, are critical for organisations' business growth. Organisations operating in a dynamic and highly competitive market create and implement innovation strategies to achieve sustainable competitive advantage and business growth. The purpose of this paper was to determine the influence of service innovation practices on organisational reputation. A quantitative research method was followed to achieve the research objective of this paper; and descriptive and regression analysis methods were employed to analyse the collected quantitative data. Cronbach's values were calculated to determine the reliability of the research instrument used to collect the primary data. The results of this paper uncovered that there is a positive relationship between service innovation practices and organisational reputation. Recommendations are provided to key stakeholders in motor vehicle retailing as well as future research directions.

Keywords: Business Performance, Organisational Reputation, Regression, Quantitative Research, Service Innovation