

A study on the relationship among internal marketing, job satisfaction and customer orientation in banking industry / 邱

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ABSTRACT

Employees are an important asset of a company and also the main marketer of their company's high quality customer services. In the highly competitive banking industry, improvement of customer satisfaction and creation of competitive advantages depend on high quality services of employees. As employee satisfaction is a prerequisite of customer satisfaction, banks should not only market their services among external customers but also use internal marketing to enhance the satisfaction of internal employees and motivate their service consciousness and customer orientation behaviors. Therefore, this study used a sample of employees in 10 domestic banks in Greater Taipei to investigate the effects of internal marketing on employees' job satisfaction and customer orientation behaviors. The questionnaire survey method was adopted, and the collected data were analyzed using SPSS. The main findings were as follows: (1) employee development of internal marketing had significant and positive effects on job satisfaction; (2) employee rewards of internal marketing had significant and positive effects on job satisfaction; (3) organizational vision of internal marketing had significant and positive effects on retention of customer relationships of customer orientation; (4) intrinsic satisfaction of job satisfaction had significant and positive effects on customer orientation; (5) intrinsic satisfaction of job satisfaction partially mediated the relationship between organizational vision of internal marketing and retention of customer relationship of customer orientation. Based on the above findings, this study also proposed some suggestions as a reference for the banking industry and future researchers.

Keywords : internal marketing、job satisfaction、customer orientation

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