

# A Study of the Relationship among Internal Marketing , Employee Well-Being and Custmor Service Quality - A Case of M...

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## ABSTRACT

The service industry is very important in today's society. Internal marketing training inspire employees to be loyal to the organization. It will get better performance of the end depending on the quality of service of the staff. the relationship between internal marketing and service quality is the key for the business executives to obtain a benefit. This study is about the the multinationals services company, M.we will discuss the relation between the internal marketing, employee well-being and quality of service. A total of 44 employees and 459 customers to participate in this study.The study results show that internal marketing and service quality, internal marketing and employee happiness, employees' well-being and quality of service, have a significant effect. Secondly, the analysis found that there is some intermediary effect on employees happiness with internal marketing and service quality.

Keywords : internal marketing、employee well-being、custmor

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