

Research on the Effect Among Internal Marketing Practice, EQ, Service Attitude and Job Performance-Based on Military Air

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ABSTRACT

This study tries to discuss the relationship among the internal marketing practice of military bases and the EQ, service attitude, and job performance of military air traffic controllers. By this study, we can find the effects to job performance of air traffic controllers by “ internal marketing practice ” that treat the subordinates as “ internal clients ” which designed by the leaders of military units. We can also find out the key factors that affect the job performance of air traffic controllers, help the military units to find out the main factors that cause ineffective administration, and offer possible solution to improve the situation. The conclusions of the study are: 1. The EQ of military air traffic controllers is related to the internal marketing practices of military units. 2. The service attitude of military air traffic controllers is related to the internal marketing practices of military units. 3. The service attitude of military air traffic controllers is related to their EQ. 4. The job performance of military air traffic controllers is related to their EQ. 5. The job performance of military air traffic controllers is related to their service attitude.

Keywords : ATC, internal marketing practice, EQ, service attitude, job performance

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