

A Study of Relationship between Internal Marketing and Service Quality at the Special Funds Enterprise of the Ministry of

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ABSTRACT

Mencius said, " Right timing is not as helpful as the right place; the right place is not as helpful as the right people. " United Airlines and America Airlines, two former dominant players in the American airlines industry, saw their market share gradually taken away by a little-known new company named Southwest Airlines. Studies indicate that Southwest ' s success lies in the fact that the company has always been concerned about the welfare of its employees. In return, its employees are willing to bear in mind the interest of their employer and to provide services to their customers. Most studies concerning the relationship between internal marketing and service quality have taken specific industries as their research samples. Studies focused on military entities are rarely seen, let alone those on a subordinate unit within a military entity. It is because the relationship between supervisors and subordinates in the military is based on administrative orders. Subordinates passively obey the order, and are unable to demonstrate their rights. As a result, the concept of internal marketing hardly exists in the military. However, due to the fact that the entire political environment has changed, bringing business management concepts to military entities will be beneficial to the improvement of its management outcome. This study used a quantified questionnaire to collect data. The collected data were then analyzed with SPSS statistical software. The results of the study show that if the Armed Forces Officers ' Club implements the concept of internal marketing, a higher level of customer orientation, organizational commitment and job satisfaction will be achieved. By way of providing better service to its customers, it will not only strengthen the effects of internal marketing, but also help improve organizational commitment and customer orientation. The overall performance of various dimensions in the fund government system will then be improved. Key words: internal marketing, customer orientation, organizational commitment, job satisfaction, service quality.

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