

The Research of Relationship Between Internal Marketing, Job Satisfaction, Employee Customer- Orientate ,and Job Perform

李宗哲、賴文魁

E-mail: 9420631@mail.dyu.edu.tw

ABSTRACT

The establishment of the financial holding company , is only for pursue bigger business scope and obtain more profits, except need in detail in management tactics to be outside the plan, it is satisfied when the staff work, it is an important problem then improve the working performance. The study on internal marketing lay in proposition of the idea more in the past, but the operation via inside marketing that company on earth could, the attitude toward staff , behavior and performance exert an influence, and will you please be experienced that the sincerity and improvement of Company work and satisfy by staff, and then make it like to think about the customer , and demonstrate that the customer leads the behavior and improves the working performance, it is this interested motive probed into of research. The concrete research purpose wanted to reach in this research is mainly six the following points: First, understand worker at the production line internal marketing in company instead of influence on job satisfaction. Second, understand worker at the production line job satisfaction can influence his job performance . Third, understand worker at the production line job satisfaction can cause their employee customer-orientate. Fourth, understand worker at the production line employee customer-orientate as can influence his job performance . Fifth, find out about worker at the production line internal marketing in company instead of influence of the job performance . Sixth, understand worker at the production line internal marketing of Company instead of the influence that employee customer-orientate. The result of study finds, except the inside assumption led to the customers of staff in the job performance and inside marketing correctly of marketing is untenable, the others, all in order to establish.

Keywords : Internal Marketing, Job Satisfaction , Job Performance , Employee Customer-Orientate

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