

# Influence of External Service Quality and Customer Satisfaction upon Internal Service Quality and Employee Satisfaction—I

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## ABSTRACT

In this paper, the influence of the Internal Service Quality on Employee Satisfaction and External Service Quality on Customer Satisfaction in cross strait Beauty Salon Service is analyzed. The scope is from diversity and relationship in all aspects and to determine the effect of Employee Satisfaction on External Service Quality further. The conclusions are listed as follow: 1、 Even though the genders of the customers are very close proportionally in cross strait Beauty Salon Service, the composition is quite different. The customers in Taiwan have a wide distribution in age and most of them prefer membership. In contrary, the customers are younger and the membership is not so popular in Mainland China. 2、 The influence of the Internal Service Quality on Employee Satisfaction in Beauty Salon Service can be certified completely only in “ Policies and Procedures ” and “ Communication ”. But “ Tool ”, “ Management Support ”, “ Teamwork ”, “ Goal Alignment ”, “ Effective Training ” and “ Rewards and Recognition ” to the influence of Customer Satisfaction is different by region cross strait and partially identical. 3、 The influence of the External Service Quality on Customer Satisfaction in Beauty Salon Service can be certified completely only in only in “ Assurance ” and “ Empathy ”. The influence of “ Reliability ” and “ Tangible ” on Employee Satisfaction is different by region cross strait and partially identical.

Keywords : Internal Service Quality ; Employee Satisfaction ; External Service Quality ; Customer Satisfaction ; Beauty Salon Service

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