

A Study on the Correlation between Internal Marketing, Customer Orientation and Job Satisfaction in International Touris

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ABSTRACT

With the increasing importance of service sector, how to satisfy consumers and build customer loyalty plays a decisive role on the operating performance. The study focuses on the first line employees and supervisors of international tourist hotels as the study subjects to explore the correlation between internal marketing, customer orientation and job satisfaction, and to provide data summaries and recommendations that could be used by hotel proprietors, while planning and devising service procedures, to adopt a more effective marketing that can be used as a total strategy to maintain an organization 's operations. The study findings show that three sub-constructs of internal marketing - Vision, Development, Authorization - have a positive influence on customer orientation. While in customer orientation, the sub-construct of " Customer Is King " has a positive influence on job itself, compensation and benefits, relationship with superiors, and promotion ". The sub-construct of " Interaction " has a positive influence on job itself, compensation and benefits, and promotion. The positive influence that internal marketing has on job satisfaction also obtains some support. In conclusion, the study finds the internal marketing in hotel business can help promote employees ' behavior toward customer orientation, improve job satisfaction, thus increase organization 's overall competitiveness.

Keywords : internal marketing ; customer orientation ; job satisfaction

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