

A Study on the Relationships among Internal Service Recovery, Internal Employees' Value and Internal Relationship Quality

羅苡瑄、蔡敦崇

E-mail: 9806197@mail.dyu.edu.tw

ABSTRACT

Internal marketing has been attracting much attention from the academic circle and the industries. There is a concept that through internal service recovery, an enterprise would not only be able to satisfy its external customers but also free its internal employees from the negative affects that emerge when dealing with complaining customers. This practice also helps its employees feel more confident in their ability to satisfy customers, reach a common view, and even expand their marketing and get the enterprise more involved in the market. In this study the concept of external marketing is utilized and introduced to a corporate setting in order for us to determine whether conducting service recovery on an organization's internal employees helps improve their values as well as the relationship between both sides.

In this study on the relationships between the above mentioned concepts, internal service recovery is the independent variable, internal relationship quality is the dependent variable, and the internal employees' value is the mediator variable.

Three hundred questionnaires were sent to randomly sampled employees working in different industries in Taiwan, and 220 valid copies were retrieved (valid retrieval rate is 73.3%). The findings are as follows: (1) Internal service recovery has a positive influence on internal employees' value. (2) Internal employees' value has a positive influence on internal relationship quality. (3) Internal service recovery has a positive influence on internal relationship quality. (4) Internal employees' value has a mediating effect between internal service recovery and internal relationship quality.

Keywords : internal service quality、 internal employees' value、 internal relationship quality

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