

Abstract

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The Effect of Internal Marketing on Job Satisfaction, Service Quality, Customer Satisfaction and Customer Loyalty.

The Egyptian banking sector operate in an increasing competition and changing environment in a global context that demands effective and efficient service quality in order to survive and establish a long lasting competitive advantage. In order to seek new ways of adding value to their service, the Egyptian banking sector need to switch to a new paradigm called relationship marketing strategies by establishing a valid measurement system to define and track the results from management behaviour. Through an effective internal marketing program, banks can achieve employees' satisfaction and encourage them to put forth their best performance. By doing so, banks will deliver an excellent service quality to their customers which will be translated into customer satisfaction and loyalty. Customers co-produce their service from the service employees during the time of interaction. Therefore customers' expectations must be understood from both the bank and the employees'. The idea of internal marketing is to view the employees as internal customers. The major aim of this thesis is to explore and draw attention to the important connection between internal marketing and the successful management of external relationships, where the latter is largely dependent on the alignment of supporting internal relationships in order to achieve profitable relationship marketing strategies.