

# 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 &#97;&#110;&#100; changing environment in a global context that demands effective &#97;&#110;&#100; efficient service quality in order to survive &#97;&#110;&#100; 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 &#97;&#110;&#100; track the results from management behaviour. Through an effective internal marketing program, banks can achieve employees' satisfaction &#97;&#110;&#100; 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 &#97;&#110;&#100; 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 &#97;&#110;&#100; the employees'. The idea of internal marketing is to view the employees as internal customers. The major aim of this thesis is to explore &#97;&#110;&#100; draw attention to the important connection between internal marketing &#97;&#110;&#100; 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.