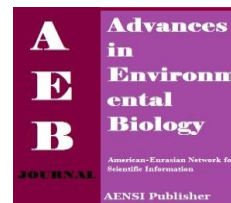




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Surveying of the relationship between job security index, a broad-based education, offers generous bonuses, share information, employee empowerment and reduce the gap between staff providing quality service employee

¹Dr Vahidreza Mirabi, ²Ahmad Askari, ³Ghaffar Zarei, ⁴Aliasghar Mashinchi

¹Professor, Faculty Member of Management, Qeshm international branch, Islamic Azad University Qeshm, Iran

²Department of Business Management, Faculty of Management, Lamerd branch, Islamic Azad University, Lamerd, Iran

³Department of Political sciences, Faculty of Humanities, Lamerd branch, Islamic Azad University, Lamerd, Iran

⁴Department of Business Management, Faculty of Management, Lamerd branch, Islamic Azad University, Lamerd, Iran

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ABSTRACT

With the expanding service economy, organizations to gain and maintain a sustainable competitive advantage are in seeking new ways to attract and keep customers. The most important factors to achieve this goal, particularly in the service organization, is quality of services. Today, with the introduction of the concept of internal marketing and quality of service, the importance of the organization's internal customers (employees) in achieving quality of service has become increasingly clear. In this way, in an attempt to study the impact of internal marketing on quality of service to customers in National Bank of Shiraz city is to distinguish. Used Research Methods by the target application, is depending on the type of data and is how to run the descriptive survey. This survey is two Statistical Society that one of them is employees of the National Bank, and the other one is customers of Shiraz city National Bank and they are based on Cochran's formula, and they are selected as the sample size. The data gathering tool is Questionnaire. This Research involves two Questionnaire: The first questionnaire measures of domestic marketing and a second questionnaire measures quality of service. To estimate the validity of the questionnaire, is used CORNBACH'S alpha coefficient for the /85, /81. Also, the Friedman test and Spearman correlation test was used to test hypotheses.

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INTRODUCTION

In service economy and today's knowledge of organization will require to gain a sustainable competitive advantage to ensure from their competitiveness. Today's competitive advantage is based on intangible assets such as human capital. This is very evident and clear especially in service organizations. The critical and important factor for service organizations in gaining the sustainable competitive advantage is service-oriented and competent staff (human capital).

As a result, organizations should focus on their efforts on developing and enhancing a corporate culture that focus on internal customer satisfaction, (employees) as well as external customer satisfaction that is concerned [5]. So for having superior quality of service and ultimately external customer satisfaction should have employees (internal customers) that are committed to the goals and vision of the organization and the customer-oriented behaviors and treatments.

Today introduced idea and concept of domestic marketing, the importance of the organization's internal customers and necessity (employees) in the success of marketing programs is brighter [6]. Customer satisfaction is the most important issue and subject for all organizations what the private sector or the public sector is considered. For surviving organizations must understand the customers' demands and provide it for them. Preparing these demands are very important for them. [8].

Statement of the problem:

Organization is the features of New World. Each organization is composed of different Elements that their existence for organizations is essential and important. These elements include structure, technology, goals,

Corresponding Author: Ahmad Askari, Department of Business Management, Faculty of Management, Lamerd branch, Islamic Azad University, Lamerd, Iran.

capital and human resources. Although each of these elements is important for forming of the organization, but never in doubt, most important element of any organization is its human resources.

Employees, internal customers of organizations that the consideration of organizations has been discussed under internal marketing. Organizations that pay closer attention to their employees, they typically have more Customer-oriented staff and Importance of job satisfaction and organizational commitment of employees [7].

Internal marketing is based on the fundamental premise that service delivery method is in an effective and efficient way, and requires the staff motivated and customer-oriented. Fisk and colleagues track the evolution of the literature in the field of internal marketing services, and they found fields that underlies the concept of internal marketing up to. First, the internal customers (employees) must adhere to the service, so the customer can provide the desired service, and other one is that they should be happy and satisfied to have their jobs. [2] Thus, Fiske and colleagues concluded that internal marketing is employee satisfaction, which ultimately leads to customer satisfaction. Internal marketing idea, which eventually lead to customer satisfaction is employee satisfaction.

Internal marketing idea at first suggested as a solution to encourage employees to provide the highest quality of service. Logic internal marketing is that apprising satisfied customer can increase employee motivation and keep him in the organization [3]. Based on BANSL and others (in this model in the survey).

Internal marketing factors, some of them which are mentioned as key elements of internal marketing mixture are: job security, a broad-based education, offers generous bonuses, share information, empower employees and reducing the gap and class among the employees. What role will play internal market in relation to the quality of services? Does it cause to have more services?

Can it help to reduce or even no role in increasing or decreasing the service? In this study, with measuring of internal marketing and service quality relationship with each other is investigated.

Importance of the subject:

Organizations have grown exponentially in the recent years, customers and their requirements have become more desperately, their demands and needs have changed and increased the variety of services provided by organizations. In this competitive environment, organizations must have ability for having a way to distinguish itself from other organizations, one of the most important ways to gain competitive advantage is to present high quality of services. Many organizations take advantage of quality of service. Quality leads to customer satisfaction, customer loyalty, and increase market share, retain customers and gain new customers, improve productivity, performance and profitability [4]. In fact, service organizations is the main sources of competitive advantage, quality of service and staffing provider that is served.

Providing suitable quality is one of the key strategies for the survival of an organization and affordable services. Activities of employees in service organizations associated with the customers are in a relationship. These activities are a critical factor in developing effective relationships with customers. Therefore, skills, attitudes and behavior of employees in this field are important and necessary because ultimately people for providing quality of services that meet customer expectation, have responsibilities [1]. Factors that could lead skills, attitudes and employee behavior and treatment in order to provide adequate (sufficient) service of quality and customer satisfaction is direct marketing.

Internal marketing is an important activity in the development of a customer-focused organization.

Generally speaking, the implementation of internal marketing in service organizations, are equipped these organizations with competencies and capabilities while benefiting from environmental opportunities, improve performance, it will follow.

Today, the banks have an important and major part in the growth and economic development in the role, and here importance and position of the bank as an institution supportive of anyone is not covered. However, increasing competition from banks has made the majority of the directors of these institutions to focus to remedy the persistent presence in the business arena. So they have an obligation, to find approaches to customer satisfaction and to practice it. One way of achieving this obligation, is to improve the quality of banking services.

And here, the importance of staff to any person is not covered and only satisfied employees can keep our customers satisfied.

Research objectives:

One of the most important ways to gain competitive advantage is to present high quality of services. The main objective of this research is to explain the relationship between internal marketing and quality of customer service of employees on the staff of the National Bank of Shiraz city that is explained in the following sub-objectives.

1. Explaining the relationship between the "job security" and the quality of the customer service staff at the National Bank of Shiraz city

2. Illustrating the relationship between the "broad education" quality and customer service staff at National Bank of Shiraz city
3. Explaining the relationship between the "Offering generous reward" quality and customer service staff at National Bank of Shiraz city
4. Illustrating the relationship between the "information sharing" and the quality of the customer service staff at National Bank of Shiraz city
5. Illustrating the relationship between the "empowering employees" and the quality of the customer service staff at National Bank of Shiraz city
6. Illustrating the relationship between the "reduced gap between employees' and Quality customer service staff at National Bank of Shiraz city

Research Hypothesis:

1. Between job security and quality of customer service staff at National Bank of Shiraz city, there is a significant positive correlation.
2. The broad education quality and customer service staff at National Bank of Shiraz city, there is a significant positive correlation.
3. Between offering generous bonuses and quality customer service staff at National Bank of Shiraz city, there is a significant positive correlation.
4. Between sharing information and quality customer service staff at National Bank of Shiraz city, there is a significant positive correlation.
5. The empowerment of employees and quality customer service staff at National Bank of Shiraz city, there is a significant positive correlation.
6. Reducing the gap between the staff and the quality of the customer service staff at National Bank of Shiraz city there is a significant positive correlation

Research Methodology:

The research methodology is based on the target application, depending on the type of data and how to run descriptive survey. The population of this study is one of two employees of the National Bank, National Bank of Shiraz city, and the other is Shiraz's customers that is based on Cochran's formula, the sample size is selected. A questionnaire is used to collect data. The study involves two questionnaires. First questionnaire measures internal marketing and service quality measure making it the second questionnaire. To estimate the validity of the questionnaire, the CRONBACH' Salpha coefficient for the 85/81 / is used in order. Also, to test the hypotheses, research hypotheses Spearman correlation test and Friedman test is used

The research hypotheses testing:

Hypothesis 1: The relationship between job security and quality customer service personnel to have a meaningful relationship.

Table 1: Spearman correlation test employees' job security and quality of service.

Significant relation	P-value	The correlation coefficient	Variable names
There is	000/0	5730/	Job security and quality of service of employees

Given the output of the software SPSS, Spearman correlation coefficient between these two variables 573/0 and P-value observed value equal to zero and less than 05/0. Therefore, the hypothesis is rejected at the 95% confidence level. Since the correlation coefficient between these two variables was positive, increasing and decreasing these two variables are equal.

Hypothesis 2: The quality of education is diverse and there is significant positive correlation with customer service staff.

Table 2: Spearman correlation test personnel training and quality of service.

Significant relation	P-value	The correlation coefficient	Variable names
There is	000/0	562/0	Staff training and quality of service

Given the output of the software SPSS, Spearman correlation coefficient between these two variables 562/0 and P-value observed value equal to zero and less than 05/0. Therefore, the hypothesis is rejected at the 95% confidence level. Between education and the quality of the customer service staff at the 95% confidence level, there is a significant relationship. Given the correlation between these two variables is positive, it means, Increasing or decreasing these two variables are equal.

Hypothesis 3: The offer generous rewards quality and customer service staff have a meaningful relationship.

Table 3: Spearman correlation test quality of service and reward employees.

Significant relation	P-value	The correlation coefficient	Variable names
There is	000/0	4710/	Quality of service and reward employees

Given the output of the software SPSS, Spearman correlation coefficient between these two variables 471/0 to - and P-value observed value is equal to zero and less than 05/0. Therefore, the hypothesis is rejected at the 95% confidence level. The quality of service and reward employees at 95% confidence level, there is a significant relationship. Given the positive correlation between these two variables increase and decrease these two variables are equal.

Hypothesis 4: The relationship between information sharing and quality customer service personnel to have a meaningful relationship.

Table 4: Spearman correlation test information sharing and employee service quality.

Significant relation	P-value	The correlation coefficient	Variable names
There is	000/0	389/0	Sharing of information and quality of service of employees

Given the output of the software SPSS, Spearman correlation coefficient between these two variables 389/0, the observed value equal to zero and less than 05/0. Therefore, the hypothesis is rejected at the 95% confidence level. Means of sharing information and quality customer service staff at the 95% confidence level, there is a significant relationship. Given the positive correlation between these two variables increase and decrease these two variables are equal.

Hypothesis 5: The relationship between employee empowerment and quality customer service is a meaningful relationship.

Table 5: Spearman correlation test employee empowerment and quality of service.

Significant relation	P-value	The correlation coefficient	Variable names
There is	000/0	327/0	Employee empowerment and quality of service

Given the output of the software SPSS, Spearman correlation coefficient between these two variables 327/0, the observed value equal to zero and less than 05/0, so the hypothesis is rejected at the 95% confidence level. Between empowerment and quality of the customer service staff at the 95% confidence level, there is a significant relationship. The correlation coefficient between these two variables is positive, the increase and decrease of these two variables are equal.

Hypothesis 6: The lower middle classes, the quality of staff and customer service staff have a meaningful relationship.

Table 6: Spearman correlation between the reduction of class and quality of service of employees.

Significant relation	P-value	The correlation coefficient	Variable names
There is	000/0	318/0	Narrow-class quality and service personnel

Given the output of the software SPSS, Spearman correlation coefficient between these two variables 318/0, the critical value observed is zero and less than 05/0. Therefore, the hypothesis is rejected at the 95% confidence level. Reducing the distance between the class and quality of customer service staff at the 95% confidence level, there is a significant relationship. Given the positive correlation between these two variables increase and decrease these two variables are equal.

Scheduling priority indicator: In this study, in this research, Friedman tests is used to determine the priorities, response variables from the view providers (employees) have been used according to the results of the test rankings classification Friedman's hypothesis, with 95% confidence rejected In contrast, and it has been hypothesized to be the result of the factors described in Table 7 ratings divided.

$$H_o : \mu_1 = \mu_2 = \dots = \mu_6$$

$$H_1 : \mu_i \neq \mu_j \text{ (} i, j = 1, \dots, 6, i \neq j \text{)}$$

Table 7: Priority indicators are grouped.

Average Rating	Index
4.34	Empowerment
3.67	Reducing the distance of class
3.56	Reward
3.44	Education
3.31	Information Sharing
3.24	Job Security

Result of this survey:

This survey is two Statistical Society that one of them is employees of the National Bank, and the other one is customers of Shiraz city National Bank and they are based on Cochran's formula and they are selected as the sample size.

In this survey, Due to extensive changes in the different area of the business needs of organization to increase the quality of products and services has increased. Therefore, in this context, organizations need to develop organizational capabilities to deliver high quality products and services. Employees as internal customers are responsible for the major role. So for attracting development, motivation and ability to improve the quality and quantity of service and value creation, continuous improvement of its services and quality improvement work as a product and its participation in the process of using the product and its participation management process to help the organization in order to deliver high quality products and services that will lead resulting in increased customer satisfaction across the organization will bring.

To achieve the goals of the organization through internal marketing mechanism need to raise the quality level through increased employee job enrichment, training, compensation, job security and increased skills in communication and staff management.

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