The relationship between internal marketing, employee well-being, and customer service quality-the service industry in Taiwan

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ABSTRACT
We theorized and tested the conditions under which internal marketing is positively related to employee well-being and service quality. The mediating role of employee well-being in the relationship between internal marketing and service quality was also examined. Forty-five employees from a multinational service company, herein known as "M", provided information about internal marketing and employee well-being. Further, 459 customers from this company provided information on service quality. Hierarchical regression results of analyses were consistent with a partial mediation model in which internal marketing predicts employee well-being, which in turn predicts service quality. Limitations of the study are discussed, together with suggestions for future research.

Keywords: Internal Marketing, Employee Well-being, Service Quality

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