

the effect of customer orientation and Emotional labor on job satisfaction of employees of Meli bank branches in Rasht

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Abstract Job satisfaction is important for two main reasons, one is the responsibility of managers against employees that is morally important. And increasing efficiency and productivity and reduce staff absence due to increased job satisfaction is important. The purpose of this research is the effect of customer orientation and Emotional labor on job satisfaction of employees of Meli bank branches in Rasht. Statistical Society of this research are employees of Meli bank branches in Rasht. The research method is descriptive and functional purpose. The sampling method used to the sample in this research Non-probability sampling method was available and using the Cochran in The limited sample population was estimated at 226 required. To collect data a standard questionnaire Lee et al (2016) have been used. In this research, using the theory of job satisfaction, Customer Orientation, Exciting work and also by using structural equation modeling And was done by LISREL software. The results of the research showed that the relationship between job satisfaction and customer-oriented through the components of exciting work, means There is a relationship between deep and superficial action. The results show has a positive relationship between customer satisfactions with deep actions and has a Negative relationship with surface acting. And also Deep actions has a positive relationship with job satisfaction. On the other hand surface acting has a negative relationship with job satisfaction. Customer Orientation Through deep action has a positive relationship job satisfaction and through the surface acting has a negative relationship with job satisfaction. **Keywords:** job satisfaction, Customer Orientation, Emotional labor, Deep actions, surface acting

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