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# **Analysis the Mediating Role Job Satisfaction and Organizational Commitment in Relationship between Internal Marketing Staff and Customer Orientation (Case Study: Pharmaceutical and Food Distribution Companies of Guilan Province)**

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**Abstract** Nowadays try to take leading companies, that increase their profitability through the satisfy important factors for customers in the best way possible. This point, the most key base of success them is on base customer orientation strategy. But many of these companies are Neglect In satisfaction of their employees as internal customers. Because today with the introducing the internal marketing concept, Importance of an organization's internal customers (employees) is brighter than before in success of marketing programs external. The main purpose of this study is Analysis Moderating Role of Job Satisfaction and Organizational Commitment in Relation between Internal marketing and Customer Orientation in Pharmaceutical and Food Distribution Co. of west Country. The statistical population of this study is 1100 Marketers and marketing managers in the food and pharmaceutical distribution companies. In order to determine sample size of Cochran formula used and 285 People ed as sample members by random sampling method for the first half of 2013. This study is descriptive - survey and correlation in term of methodology. The Rastegar Mohammadi Internal marketing (13 items), Organizational Commitment (7 items) and Customer Orientation (8 items) questionnaires (2012), Smith et al Job Satisfaction questionnaire (1969) was used to gather data. Validity (content, convergent, divergent) and reliability (factor loading, composite reliability, cronbach's alpha) of questionnaire indicate that measuring instruments have good

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reliability and validity. The results of test hypotheses by SMART-PLS software and using t-test statistics and path coefficients ( $\beta$ ) indicate that Internal marketing have strong influence, direct and significant on Job Satisfaction, but Internal marketing have average influence, direct, indirect and significant on Organizational Commitment and Customer Orientation; the continued results indicate that Job Satisfaction have average influence, direct and significant on Organizational Commitment, but Job Satisfaction have average influence, direct, indirect and significant on Customer Orientation; Ultimately Organizational Commitment have average influence, direct and significant on Customer Orientation; As a result, Job Satisfaction and Organizational Commitment can as a moderator role, between Internal marketing and Customer Orientation.

**Keywords :** Keywords: Internal marketing, Job satisfaction, Organizational commitment, Customer orientation, Pharmaceutical and food distribution Co.

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