

The relationship between personality traits of emotional intelligence, internal marketing and customer services management in non-profit school Somesara

Davood Hassanpour*,

Customer orientation is a company sufficient understanding of their target buyer to create superior value for them. Customer fouse supported a continued active status to meet the needs of customers. The business units operate in turbulent environment encounter with the rapid change in the needs and preferences of customers and unforeseen demands and requirements. Present aims to investigate the relationship between personality traits, emotional intelligence, internal marketing and management services, with customer prientation in non-profit school Somesara. In this study, the type of sampling method is simple random sampling. To run the random sampling of Excel and the ability to generate random numbers were used. The number of samples obtained by this method is equal to 282. The method of collecting data is field and data collection tool is a questionnaire. In this research to measure the validity of the content validity and reliability of Cronbach's alpha coefficient was used that values higher than 0.7 were obtained for all variables. All analyzes data collected through software SPSS and PLS is done. To investigate the hypothesis of confirmatory factor analysis and structural equation modeling with partial least squares approach is used. According to the result of testing hypotheses, all of approved.

Keywords : -customer orientation, quality of service, emotional intelligence, personality traits, non- profit school

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)