

The Effect of Perception of Management Commitment on Internal Marketing on the Viewpoint of Social Insurance Employee Employees in Guilan Province

Abolghaffar Armal*,

Abstract The main purpose of this research is to examine the effectiveness of perception management commitment to internal marketing on the attitude of employees in social security insurance in Guilan province. This research is applied in terms of purpose and according to the research method; there is a correlation between descriptive research types. In addition to describing the existing situation, to test the hypotheses, using the structural equation modeling test, and since the results are used by social security insurance of Guilan province, it can be said that it is applicable. The statistical population of this research is all employees of social security insurance of Guilan province which is considered as the statistical society of this research. Considering that the total number of social security employees in Guilan province is 1153 people. To determine the sample size, the Cochran formula was used. Based on the Cochran formula, the sample size was estimated to be 288 people. The sampling method used in this research is simple or available random sampling. In this research, a tool for measuring and measuring the desired variables is a standard questionnaire. To analyze the data in this research, we used SPSS and Laserl software to determine the causal relationship between the model's criteria and the correct and appropriate solutions. In the descriptive statistics section, the data were analyzed using mean, standard deviation, variance and graph, and also in the inferential statistics, confirmatory factor analysis as well as fit and meaningful indices was used. The results of the hypothesis test indicate that the perception of management commitment to internal marketing affects the attitude of employees of social security insurance in Guilan province.

Keywords : Key words: Internal marketing, management commitment, work attitude, communication

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