

The Effect of Management Commitment to Internal Marketing on Job Attitudes of Employees (Case Study: Guilan Regional Electricity Company)

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Internal marketing is one of the marketing topics proposed by Berry (1981) about 30 years ago as a way to solve problems related to employees of organizations and to provide high quality services for them (1981). Despite the expansion of the concept in marketing literature, it has been little used in practice. The next studies conducted in the field of internal marketing reflect the fact that this branch of marketing requires extensive research. Given the importance of this concept, this study was conducted to examine the impact the management commitment to internal marketing on job attitude of employees. The population of this research included specialized staff (experts and managers) of Guilan regional power company. Morgan table was used to determine sample size. Considering the fact that the population size of study included 142 people, the sample size was considered to be 104 people. For sampling, 115 questionnaires were distributed among specialized employees working in Guilan Regional Electricity Company. Finally, statistical analysis was performed on 106 questionnaires received. Data were analyzed in this study by using structural equation modeling and partial least squares (PLS) method. The results of study demonstrate that management commitment to internal marketing has a positive impact on job attitude of employees and formal and informal internal communications. The results of this study indicate that informal internal communication has a positive impact on job attitude of employees, and the hypothesis stating that internal formal communication has impact on job attitude of employees was not confirmed.

Keywords : Management commitment to internal marketing, job attitude of

employees, internal formal communication, internal informal communication

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