

Relationship between Internal Marketing and Job Satisfaction of Employees with Organizational Performance (Case Study: Pension Funds, Savings and Welfare of Iranian Oil Industry Staff)

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Organizations need to review organizational performance to survive and improve their conditions in a changing situation. On this basis, the present study examines the relationship between internal marketing, employee satisfaction and organizational performance in the retirement, saving and welfare of Iranian oil industry staff. This research was based on the type of applied purpose and the descriptive-correlation nature. The data gathering method was field and data collection tool was a questionnaire. The statistical population of the research is the retirement, saving and welfare of the personnel of the Iranian oil industry. Due to the small size of the society, a census method of 136 deputies, heads, experts and experts responsible for the sampling was used. To examine the reliability of the questionnaire, the Cronbach Alpha It was exploited for all variables higher than 0.7. Data were analyzed using SPSS and LISREL software. The results show that the three hypotheses presented in this research, all three hypotheses were approved and respectively, the highest level of relationship was related to the relationship between internal marketing actions on employees' job satisfaction in the retirement funds, savings and welfare of the staff of the Iranian oil industry, Job Satisfaction of Staff on Organizational Performance in Pension Funds, Savings and Welfare of Iranian Oil Industry Employees, Internal Marketing Measures on Organizational Performance in Pension Funds, Savings and Welfare of Iranian Oil Industry Personnel.

Keywords : Internal Marketing, Job Satisfaction, Organizational Performance

