

---

# **Relationships between Personal Traits, Emotional Intelligence, Internal Marketing, Service Management, and Customer Orientation**

Maryam Rahimipour Astaneh\*, Dr. Bijan Nahavandi,

**In this study examines the relationship between individual characteristics and environmental factors have been discussed with the customer. The study population consisted of 350 subjects were ed as sample using Cochran formula is 184 persons. Pearson's test was conducted to analyze the results reveal it is The relationship between personal traits and customer satisfaction in hospitals and clinics in Astaneh Ashrafieh, the relationship between emotional intelligence and customer satisfaction in hospitals and clinics in Astaneh Ashrafieh The relationship between internal marketing and customer orientation in hospitals and clinics in Astaneh Ashrafieh and the relationship between management and customer-oriented services in hospitals and clinics in Astaneh Ashrafieh there.**

**Keywords : customer focus, personal characteristics, personal traits, emotional intelligence, environmental characteristics, internal marketing, service management**

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