

Reviewing the mediator role of Customer Satisfaction and Employee Satisfaction in the Performance of the Tamin ejtemai Organization and Market-Oriented Strategy

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Abstract Today, offering the best performance has become the most important concern of manufacturing company executives. To this end, they are trying to achieve superior performance by advancing various techniques. Meanwhile, measuring customer satisfaction and employees has become increasingly important in today's world. In our country, the management of organizations and organizations is more traditional and strategic management in Iran is at the beginning. In conducting research projects on strategic management, in such a situation, managers of organizations and companies can take action in adopting strategic management practices and implementing them. The purpose of this study was to investigate the role of customer satisfaction and employee satisfaction in relation to the performance of the social security organization and market-oriented strategy. The statistical population of the study was compiled by employees of the Social Security Organization of Rasht city. Data were gathered using a researcher-made questionnaire. SPSS software and (3) smartpls software was used to analyze the data. Based on the results, In addition to the relationship between market-based strategy and perceived organizational performance, other assumptions were explained. **Keyword:** perceived organizational performance, market-oriented strategy, perceived customer satisfaction, employee satisfaction

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