The Meli Bank of Guilan is one of the organizations that has provided considerable services to employees and always had the principle that bank employee satisfaction is as important as customer satisfaction. However, in recent years, due to the traditional management systems and lack of familiarity with the basics of dealing with internal and external customers, issues such as superficial & ineffective communication as well as gender discrimination between employees have risen due to the employee’s lack of education. Employees have become indifferent towards the quality of services that they provide to their customers as they are no longer view them as essential stakeholders that drive the organization, but rather a burden of which they should eliminate or reduce. Therefore, this study has focused on understanding the internal communications relationship between employees as an essential need towards a successful organization. As the attitudes of employees is a key component in this study, the results of this research effectively contributes towards the continued improvement of activities and is an appropriate basis for management decisions of The Meli Bank of Guilan. Due to extensive changes in various business fields, the need for improving the quality of products, services and staff’s formal and informal communications has increased in many organizations. In this regard, enterprises acquire a change of attitude as well as the development of individual capabilities in order to provide products and services of high quality (Martin Et al, 2015). The employees have a fundamental role as internal clients, therefore, development, motivation and continuous improvements towards the employees’ benefits and services would guide the organization in providing high quality products and services, leading to an increased level of customer satisfaction. The attitude and behaviors of the employees is an interpretation of the organizational
management system that could impact the productivity of the organization. The motivation and satisfaction of the employees towards their work indicates a well-defined management system. Employees work attitude is a state of mind, organized through experience, which has a directive or dynamic influence on the individual’s response to all objects and situations to which it is related (Allport 1935). Most organizations focus on their external customers that make the offered products and services, while in fact, what organizations should be focusing on are the people who work for the organization, or in other words known as the Internal customers. Internal customers are considered to be the most important factor in a successful and effective organization, therefore, it is vital to have them motivated and enthusiastic about their jobs through team work interactions and company support in order for them to be more attracted towards their organization. The purpose of internal marketing is to ensure satisfaction among employees and improving the quality of products and services in order to achieve external customer’s satisfaction (Papasolomou, 2009). Kurt Lewin’s studies indicates the fact that employee’s satisfaction (internal customers) has significant impact on product quality, and as a result, satisfies external customers. Cooper and Cronin have emphasized on the importance of internal trade and stated that disregarding suppliers and internal customers will jeopardize external customer’s satisfaction. In regards to the connections between the structures of this research, we can say that the internal customers determine the final quality of services that reach external customers. Therefore, providing better services for internal customers will eventually leads to better services for external customers (Bartel, 2004). Coordination and coherence between tasks, job satisfaction, employee’s education and formal/informal communication within the organization are the major components involved in internal marketing. One of the most important aspects of internal marketing is organizational communication among employees. Effective communication among staff guarantees optimum quality of services and products.

Keywords : optimum quality of services and products.

Islamic Azad University, Rasht Branch - Thesis Database
دانشگاه آزاد اسلامی واحد رشت - سامانه بانک اطلاعات بانک نامه‌ها