

The Impact of Internal Marketing on Job Satisfaction

A Field Study In Five Stars Hotels In Amman

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ABSTRACT

This study aims to identify the impact of the internal marketing dimensions on the job satisfaction among the employees of the five star hotels in the Capital; Amman. To achieve the objectives of the study, a questionnaire was designed by the researcher and its validity was verified. The study population consisted of employees working in the front offices, sales and marketing departments in the five star hotels in Amman, Due to the large size of the study population on the five star hotels in Amman, random stratified sample was selected consist of (245) employees working in the front offices, sales and marketing departments.

After that the researcher distributed of (245) questionnaire, which retrieved (195) questionnaire, and was excluded (4) questionnaire for not suitable for the statistical analysis tests, so a number of questionnaires for statistical analysis (191), The data were analyzed using the Statistical Package for Social Sciences (SPSS) program The study concluded a number of **findings**, of which the most important are:

1. There is a statistically significant effect at the significance level of ($\alpha = 0.05$) of the internal marketing dimensions, represented by (specialized marketing research, motivation, and customer orientation) on the job satisfaction of the employees of the five star hotels in Amman.
2. There are no statistically significant differences between the responses of front office, sales and marketing staff on the impact of all aspects of internal marketing

dimensions on job satisfaction among employees of five star hotels in Amman which is resorted to demographic characteristics (nationality, age, academic qualification, monthly income, Experience).

The study **recommended** that studies be conducted in the future to examine new dimensions of internal marketing other than the dimensions chosen in the Current study, with the need to use other statistical measures to process the data of these studies.

Keywords: Internal Marketing, Job Satisfaction, Five Star Hotels in Amman