



بسم الله الرحمن الرحيم

Sudan University of Science and Technology

College of Graduate Studies

Deanship of Development and Quality



(Role of internal marketing on employee's satisfaction)

Case study (Pasgianos food and Beverage Company)

(دور التسويق الداخلي في رضا العاملين)

دراسة حالة (شركة بزيانوس للاغذية والمشروبات)

A Thesis Submitted as Partial Fulfilment for the Degree M.Sc. In Total Quality

Management and Excellence

**Prepared by:
Monzer mamoon elgily Hassan**

**Supervised by:
D. Hiba Saied Ahmed Al Hussein**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

قال تعالى:

وَاصْبِرْ فَإِنَّ اللَّهَ لَا يُضِيعُ أَجْرَ الْمُحْسِنِينَ

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Abstract

In last years we note more employees they unsatisfied and look or change they job if ask him we found many reasons like weak in return or filling they not importance for company in thesis reaches I focus to solve this problem by sue internal marketing concept .

The concept of internal marketing and methods of application has become important for every organization in order to reach customer satisfaction through the satisfaction of internal customers (Employees).

The aim of this study to define internal marketing and employee satisfaction and relation.

This study was conducted using the descriptive approach by distributing a questionnaire to (45%) of the employees at Pasgianos Food and Beverage Company to taste there is a statistically significant of (training, motivation, empowerment, retention and work environment) on the employee satisfaction, The analysis was carried out using the statistical analysis system (SPSS) where a statistically significant relationship was found between the five hypotheses and the employee satisfaction at the level of significance 0.05.

The study concluded that employee satisfaction is highly if applying the five internal marketing demotions.

The study recommended company must apply internal marketing to reached employee satisfaction.

الملخص

في السنين الاخيرة وجد كثير من العاملين الغير راضيين ويعملون على تغير وظائفهم لعدة اسباب مثل ضعف في العائد المادي أو الشعور بعدم اهميتهم بالنسبة للشركة ،فى هذه الدراسة نركز علي حل هذه المشكلة عن طريق تطبيق مفهوم التسويق الداخلي. أصبح مفهوم التسويق الداخلي وأساليب التطبيق مهمة لكل مؤسسة من أجل الوصول إلى رضا العملاء من خلال رضا العملاء الداخليين (الموظفين).

تهدف من هذه الدراسة الى تعريف التسويق الداخلي ورضا العاملين والعلاقة بينهم.. أجريت هذه الدراسة باستخدام المنهج الوصفي عن طريق توزيع استبيان على (45%) من الموظفين فى شركة بزيانوس للاغذية والمشروبات من جميع الاقسام وتم اجراء التحليل باستخدام نظام التحليل الاحصائي (spss).

وخلصت الدراسة ان هناك دلالة إحصائية لـ (التدريب والتحفيز والتمكين والاحتفاظ وبيئة العمل) على رضا الموظفين عند مستوي معنوية 0.05 و إلى أن رضا الموظفين يكون عالياً إذا طبقت ابعاد التسويق الداخلي الخمسة .

توصي هذه الدراسة الشركات بتطبيق التسويق الداخلي للوصول إلى رضا العاملين .

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