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Abstract

Taiwan’s bank industry towards a brand-new and strong competition business environment, the industry should be more internationalized, professional, large-scale, and market diversification in the future, in order to compete in the financial market. Quality assurance is critical to competition in any sectors, so is banking. Therefore, customer service quality and employee behavior have played a major role to business success, customer satisfaction, and marketing result. Internal marketing is a concept that business treats employees as the internal customers. The enterprises, which manage to satisfy the requirements of their employees (internal customers) by implementing the measures associated with internal marketing, will promote job satisfaction,enhance organizational commitment, decrease role stress and further increase job performance. This research discusss the internal marketing, role stress , organizational commitment,and job satisfaction. This study adopts the methodology of questionnaire survey, and choose first line employees of bank industry as our sample. This study uses Cronbach’s α analysis to test the reliability, confirmatory factor analysis (CFA) to test the validity and goodness of fit, and LISREL analysis to test the hypothesis.

Following findings have been identified and concluded in this research：

(1)Overall, the global model fit is acceptable. The empirical result supports the relationships among the internal marketing, role stress , organizational commitment and job satisfaction.

(2)The internal marketing has a negative direct impact on role stress.

(3)Internal marketing has a positive impact on organizational commitment, and job satisfaction.

(4)The role stress has a negative direct impact on organizational commitment .

(5)The role stress has a negative impact on job satisfaction. Role stress has a negative direct impact on job satisfaction.

(6)The organizational commitment has a positive direct impact on job satisfaction.
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