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Abstract
This research is going to study the effect about the turnover intention of employees from the perspective of internal marketing. Treating employee as the internal market and customer(Barry 1981), respect for needs of internal customer. Taking perspective of marketing, transform the employee needs to human resource activities. Promote employees' job satisfaction and the commitment to organization, and reduce the turnover intention. The design is using the internal marketing as the independent variable. Intend to use the dimensions of 4P to redevelop the questionnaire of internal marketing. Target in the special chain store employee and focus on their demands Study the relationship between Internal Marketing and Turnover Intention, and use the job satisfaction and Organization Commitment to be the mediating role.

About the empirical study we selected all of the employees in special chain store in Tainan city. We delivered 450 questionnaires, and received 252 questionnaires. The effective sample response rate is 56%.

This Research studies the relationship between Internal Marketing and Turnover Intention, and uses the job satisfaction and Organization Commitment to be the mediating role. The questionnaire that we developed about internal marketing includes four dimensions from the factor analysis. They are "The Consideration of Director", "The Growth Demand and Communication Channel", "The Existence Demand", "The Relatedness Demand". The results shows that all of the internal marketing practices, include" The Consideration of Director", "The Growth Demand and Communication Channel", "The Existence Demand" have positive impact on job satisfaction and organization commitment, but negative impact on employee turnover intension. It means that the special chain store more adopt to "The Consideration of Director", "The Growth Demand and Communication Channel", "The Existence Demand", their employee will more enjoy job satisfaction and organization commitment, and reduce the turnover intention. "The Relatedness Demand" has positive impact on job satisfaction. The special chain store adept to "The Relatedness Demand" will enjoy better job satisfaction. Besides, job satisfaction has positive impact on organization commitment.

Internal marketing provided the basis for managers in special chain store to reinforce their internal marketing so as to arise the degree of job satisfaction and organizational commitment, and reduce the employees' turnover intention.

Key Words ：internal marketing, job satisfaction, organization commitment, turnover intention.

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