

The effects of internal marketing, job satisfaction and service attitude  
on job performance among high-tech firm

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### Abstract

For almost all the nations of the world, the high-tech industry is the main locomotive of economic growth. To create higher competitiveness, businesses in this industry must build a set of norms to guide their employees and motivate them to deliver higher job performance. This paper focused on Taiwanese high-tech firms which have implemented internal marketing for many years to examine the relationship among internal marketing, job satisfaction, service attitude and job performance. Empirical findings suggest that internal marketing, job satisfaction and service attitude all have significant and positive effects on job performance. In other words, efforts in any of these key aspects can help improve the overall performance of an organization. Findings of this paper are expected to be a reference of human resource management for the high-tech industry.

Keyword : Internal marketing, job satisfaction, service attitude, job performance