Name: WADDAH ISMAIL THABET ALI
Title: MODELING THE MEDIATING EFFECTS OF JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT ON THE RELATIONSHIP BETWEEN INTERNAL MARKETING AND MARKET ORIENTATION: A STUDY AMONG BANKS EMPLOYEES IN THE REPUBLIC OF YEMEN

Supervisor: ASSOC. PROF. DR. NOORAINI MOHAMAD SHERIFF (MS) PROF. DR. NORZAIDI MOHD DAUD (CS)

Empirical evidence and statistical data showed that the banking industry in Yemen suffers from weaknesses related to internal marketing, job satisfaction, organizational commitment and market orientation. Such evidence also highlighted a gap between theory and practice in the internal marketing literature - despite many studies done on the concept of internal marketing, focus has been primarily limited to internal marketing model with the three dimensions namely, visions, development and rewards. Added to this, scholars that used internal marketing concepts with five or eleven dimensions excluded the extra dimensions like empowerment and added to this, scholars that used internal marketing concepts with five or eleven dimensions excluded the extra dimensions like empowerment and-added to this, scholars that used internal marketing concepts with five or eleven dimensions excluded the extra dimensions like empowerment and-

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AMOS statistical software to analyze the direct and indirect influence of mediator variables in the relationship between variables and using SPSS software to analyze the descriptive part of the data. The findings suggested that internal marketing strongly and positively correlated to market orientation. Specifically, the SEM findings indicated that all the measurements models are accepted after modification and the model-fit is acceptable and achieved all the measures of construct validity. The findings also showed that all variables dimensions are significantly correlated and significantly explained their observed variables. No significant difference was found between the proposed model and observed model. The findings of the hypotheses testing showed that the hypothesized full structural model of market orientation fits the data, while the findings of indirect analysis suggested that both job satisfaction and organizational commitment play a mediating role to achieve "assumption of statistical power proposed". The findings of this study are expected to contribute to the body of knowledge regarding job satisfaction and organizational commitment mediating role in banking studies, and to assist scholars and researchers in the field of business, especially, marketing and human resource.

FACULTY OF HOTEL & TOURISM MANAGEMENT

Name: YEGANEHSADAT HOSSEINI
Title: THE EFFECTS OF HOTEL CUSTOMER-BASED EXPERIENCE, MOTIVATION FACTORS AND BRAND IMAGE ON HOTEL LOYALTY IN IRAN

Supervisor: ASSOC. PROF. DR. ARTINAH ZAINAL (MS) ASSOC. PROF. DR. NORZUWANA SUMARJAN (CS)

Hospitality industry is one of the most substantial factors for the tourism industry in Iran. However, this sector has been neglected for various political and social reasons, especially, during the post-Islamic revolution of 1979. Therefore, findings from this present study contributes to the improvement of both hotel management and tourism industry in Iran. The ANOVA results of the present study were obtained from 302 international and local guests in four and five star hotels in five major cities in Iran. The main objective of this study is to investigate the effects of hotel customer-based experience, motivation factors and brand image dimensions on hotel loyalty and also to propose a model for the hotel industry in Iran. The findings for regression Model 1 show that customer experience (indirect experience, direct experience and traveller’s motivation) influences brand association. The first three variables made a statistically significant contribution (< 0.001) are service performance (β=.43), advertising efforts (β=.32) and traveller’s motivation factors (β=.31). However, Word-of-mouth did not make a unique contribution of the variable. While regression Model 2 shows customer experience (indirect experience, direct experience and traveller’s motivation) influences quality of experience and made a statistically significant contribution (< 0.001). The three variables are service performance (β=.57), traveller’s motivation factors (β=.22) and advertising efforts (β=.15). Word-of-mouth was also found to be non-significant discriminator on quality of experience and did not make a unique contribution of the variable. Finally, finding for regression Model 3 indicates that out of two proposed predictors, only quality of experience was statistically significant and made a unique contribution (β=.71) to brand loyalty, while brand association was found to be non-significant discriminator on brand loyalty. Thus, hotel guests, in turn institute their brand knowledge partly through indirect experience and better understanding how this experience contribute to brand image has important implications for brand managers. In conclusion this study contributes to the existing body of literature in the hospitality industry particularly in Iran’s context.