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## **MEDIATING EFFECT OF CUSTOMER SATISFACTION ON HR MARKETING IMPLEMENTATION AND ITS RELATION TO ORGANIZATIONAL PERFORMANCE: A HIERARCHICAL REGRESSION ANALYSIS**

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### **Abstract**

*Today, it is virtually impossible to develop customer satisfaction without enhancing motivation and developing satisfaction amongst employees. Thus, managers of organizations should then chalk out HR Marketing (Human Resources Marketing) implementation strategies to make employees happy and satisfied with their jobs, because happy employees make customer happy. The purpose of this research is to ascertain the relationship between Human Resources Marketing implementation and customers' satisfaction and how customer satisfaction does then impact the organizational performance. This research is used a survey methodology to collect data through a combination of structured questionnaires followed by interviews. The data was analyzed by SPSS using descriptive statistics data was analyzed by SPSS software package using descriptive statistics (Multiple regressions) to test the direct effect of independent and dependent variable of the first four hypotheses; and hierarchical regression analysis to examine the last two hypotheses. Findings of this research indicate that employee motivation yields employee satisfaction and customer satisfaction, employee satisfaction also results in customer satisfaction and then customer satisfaction causes organizational performance to e increase.*

### **Author Keywords**

Customer satisfaction, employee motivation, employee satisfaction, HR Marketing, organizational performance and path analysis.

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