























































		N	150	150
	Reliability	Correlation Coefficient	.812**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
**. Correlation is significant at the 0.05 level (2-tailed).				

From the result of the above table, the correlation coefficient ( $r = 0.822$ ) between human resource development and reliability of services in fast foods is strong and positive. The coefficient of determination ( $r^2 = 0.55$ ) indicates that 55% of change in reliability can be explained by Human resource development. The significant value of 0.000 ( $p < 0.05$ ) reveals a significant relationship. Based on that, the null hypothesis was rejected. Therefore, There is significant relationship between human resource development and reliability of services in fast foods

**Ho<sub>4</sub>:** There is no significant relationship between human resource development and assurance of services in fast foods

**Table 8 Kendall's tau\_b Tests Output**

<b>Correlations</b>				
			human resource development	assurance
Kendall's tau_b	Human resource development	Correlation Coefficient	1.000	.772**
		Sig. (2-tailed)	.	.000
		N	150	150
	Assurance	Correlation Coefficient	.772**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
**. Correlation is significant at the 0.05 level (2-tailed).				

From the result of the above table, the correlation coefficient ( $r = 0.772$ ) between human resource development and assurance of services in fast foods is strong and positive. The coefficient of determination ( $r^2 = 0.60$ ) indicates that 60% of change in assurance and reduction efforts can be explained by human resource development. The significant value of 0.000 ( $p < 0.05$ ) reveals a significant relationship. Based on that, the null hypothesis was

rejected. Therefore, There is a significant relationship between human resource development and assurance of services in fast foods.

## **CONCLUSION AND RECOMMENDATIONS**

### **Conclusion**

The issue of quality is one of the major challenges that is attendant to organizations, particularly service organizations like fast foods. The quality of services is typically investigated in terms of the viewpoint of external customers. The introduction of the two concepts of internal marketing and service quality has given a critical role to employees in the evaluation of service quality. Internal marketing is one of the main components contributing to the efficiency of modern dynamic organizations, such as the fast food industry. Therefore, the present study set to investigate the relationship between internal marketing and service quality from the viewpoint of employees working with fast foods. The results revealed a significant correlation between internal marketing and service quality. Researchers consider internal marketing as one of the most important aspects of marketing strategies that reduce costs and increase profits in the long run.

Internal marketing must precede external marketing. If not, the organization may offer a service it is unable to provide effectively. Providing good-quality service attribute/characteristics for the employees in fast food industry in Nigeria considerably affects the interaction between the employees and external customers. Internal customers constitute a cycle that can influence the external customers' satisfaction and contribute to organizational success. Internal marketing, which affects the factors contributing to the service quality offered to external customers, depends on the support provided by organizational management, particularly HR managers.

## Recommendations

Based on the findings of the study, the following recommendations are hereby made.

- Employees should extend beyond departmental walls and create relationships with customers through interaction.
- Considering the role of fast foods in economic development as an industry, it becomes necessary to develop internal marketing and service quality in fast food firms.
- It is therefore recommended that owners/management of fast foods need to improve internal marketing through developing strategic plans consistent with their organizational goals and activities. This will include; proper orientation, training and retraining, as well as motivational packages that would endear for staff retention, leveraging on staff experience for enhanced quality service.

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