

Abstract

In an intense and competitive environment, how to create a “differentiation” is a key determining factor for most successful businesses. This study attempts to examine how an organization can utilize the marketing procedures and strategies internally on employees. In other words, the employees are treated as customers and made satisfied. It is believed that internal marketing can enhance the employees’ job satisfaction and strengthen their consciousness of customer-oriented behaviors.

Empirical results show that internal marketing perception and satisfaction are two different concepts. The former indicates how strong the employees feel about the action taken by the company, while the latter shows whether they agree to the action taken and the extent of their satisfaction. The same five components making up internal marketing perception and satisfaction are as follows: (1) communication, (2) supervisor’s leadership, (3) intangible benefit, (4) salary, and (5) intermediary. On the other hand, the factor “Interaction between company and employees” appeared only on the dimension of internal marketing satisfaction. Job satisfaction comprises three factors: benefits from work, contents of work, and interpersonal relationship. Finally, customer-oriented behaviors are made up of three factors: selling orientation, customer first, and short-term benefits.

The relationships between the above factors reveal that the higher the perception of internal marketing, the greater the employees’ job satisfaction and customer orientation will be. However, there is no significant relationship between employees’ job satisfaction and customer orientation.

Keywords: Internal Marketing Perception, Internal Marketing Action, Job Satisfaction, and Customer-Oriented Behavior