



INTERNAL MARKETING-A DOOR FOR PATIENT AMPLIFICATION

Meena Vishwakarma

Student, IIHMR University

Dr. Jagajeet Prasad Singh

Professor, IIHMR University

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INTRODUCTION

Internal marketing encompasses all the activities undertaken by an organization, including healthcare organizations and hospitals, to foster the development, training, and motivation of its employees. The goal is to enhance the quality of services delivered to customers. Efficient management of human resources holds paramount importance for organizations offering services, as the services are directly provided to clients by employees [1]. Moreover, internal marketing contributes to increased employee productivity and heightened customer satisfaction, leading to improved earnings [2]. Even for the public non-profit healthcare system in Greece, customer satisfaction is crucial, as it translates to a higher number of patients being treated, subsequently increasing funds from insurance companies. According to Kotler, internal marketing involves effectively recruiting, educating, and motivating employees to perfect customer service [3]. He emphasizes that expecting flawless services from an organization is illogical if its employees are not adequately prepared to provide such services, and internal marketing serves as the means to achieve this objective [4].

AIM

To assess the impact of internal marketing on employee satisfaction and establish a correlation between employee satisfaction and customer satisfaction.

RESEARCH QUESTIONS

1. What was the effect of internal marketing on employee satisfaction and customer satisfaction based on predetermined dimensions?
2. What were the gap areas in internal marketing strategies in organization?

RESEARCH OBJECTIVES

1. To analyze the effects of internal marketing on the employee's satisfaction.
2. To find the gap areas in employee satisfaction with pre-determined dimensions of internal marketing.
3. To establish a relation between employee satisfaction and customer satisfaction in respect to internal marketing.

RESEARCH METHODOLOGY

A survey was carried out to gauge employee satisfaction at LLH Hospital in Musaffah, Abu Dhabi. The assessment focused on predetermined dimensions related to staff satisfaction, which were identified based on an in-depth literature review. These dimensions were then utilized to implement an internal marketing strategy. A self-administered questionnaire was voluntarily completed by 142 employees, and over a three-month period, 1500 customers were surveyed to assess their satisfaction with the hospital. A five-point Likert scale was employed to measure satisfaction levels on staff-related matters, with the aim of addressing concerns within the internal marketing strategy.

RESULTS & DISCUSSION

In LLH hospital 65% of employees were satisfied with the training & development strategy of the organization which includes the initial orientation of the employee, when new joining. This indicated employee satisfaction has a positive effect on training and development through orientation program, ongoing training process and involvement of employees for training of new services according to job description of the employees. The overall satisfaction of the employees' accounts for 56%, which indicated half of the employees were satisfied with the organization according to the five internal marketing aspects adapted in the hospital. It also indicated some of the employees were not satisfied with the strategies of internal marketing, which accounts for 23% of the

employees. The overall satisfaction of customers visiting the hospital accounts for 72%, which indicated customer satisfaction was positive towards the hospital.

CONCLUSION

Managers and decision-makers should prioritize the enhancement of diverse skills among employees and motivate them to unleash their creativity and identify their capabilities through participation in training programs tailored to individual skills or interests. It was essential for managers to embrace empowerment practices, as research indicated that when employees were involved in decision-making, they delivered superior customer service. Managers could opt to empower employees in making decisions, especially in cases where the decision was routine rather than significant. This modest level of involvement could yield highly satisfactory results from employees regarding their roles, ultimately contributing to customer satisfaction.

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