

Domestic marketing on satisfaction of domestic customers (employees of the Ministry of Health)

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Abstract: Evaluate and measure the satisfaction of employees as internal customers, strategic analysis and fundamental domains in decisions and policies related to human resources and organization is run. Due to constant dissatisfaction with the way government agencies operate, we decided to step into a job satisfaction as measured and sensible correlation between employee satisfaction and employee satisfaction to find the factors affecting prioritization with the hope that we can change the face of government employees in the system and determine priorities according to Maslow's hierarchy of four variables were selected to measure employee satisfaction and loyalty. This study was an attempt to gain knowledge and understanding of the problem and its theoretical bases, data collection and to suggest appropriate solution to problem. In this study we tried to evaluate the role of various factors on the satisfaction of employees engaged in government offices devoted. Assumptions such as salary, job security, benefits, and mutual understanding and their influence on the importance of customer satisfaction and ranked variables were examined. The data were collected by questionnaire in three parts, with the help of the Ministry of Health and Medical Education adopted. Then all the data were analyzed by LISREL statistical software. Results showed that salary/ benefits/ job security and a sense of importance and impact on employee satisfaction. The second law of effective component in the formation of satisfaction among the four variables studied. Job Security is the top priority. The third priority is the sense of the importance and benefits, employee satisfaction is the fourth influence. Ministry of Health and Medical Education to assess employee satisfaction was above average and average values were reported. Satisfaction of the teaching staff of the Department of Health was lower than average. Satisfaction with the work environment was lower than average and satisfaction evaluation method was lower than average conditions were not favorable evaluation managers.

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1. Introduction

Today, the word of the day is efficiency and effectiveness of processes. Scientific studies should answer the question how we can improve the effectiveness of organizational processes. Experts believe that one way to increase organizational efficiency, improve the quality of its services to meet the needs and expectations of customers. Benefits for the customer to use a common definition of quality and coming are one of the pioneers of the movement (TQM) quality and customer satisfaction as one knows it. Thus, an increase in service quality, customer satisfaction goes up and thereby enhanced organizational efficiency. That is why it is one of the effective measures of customer satisfaction (internal customers, employees and external customers) evaluate and measure the satisfaction of employees as internal customers, strategic analysis and fundamental decisions and policies related to the field of human resources and employee organizations. Today organizations are influenced by factors such as increased global competition, rapid change, the need for quality and after-sales service and there are limited resources and under a lot of pressure. After

many years of experience, the world has concluded that if the organization wants to be a leader in economic and business affairs of his should not fall behind the competition in terms of manpower and skilled, creative and motivated is high. Human resources constitute the true wealth of an organization. Direct link between human capital and productivity in organizations, that internal marketing is the way to save government agencies and achieving productivity.

Methods

The process of conducting research in any branch of science is necessary to achieve some results and research findings for application in human life. The outcome of the research process is to justify and prove their existence. The findings of the study include some description about the current situation and some inferences on the differences and relationships. Information was collected by questionnaire. Topics descriptive and inferential statistical analysis of the questionnaires used. Descriptive statistics and inferential statistics including frequency tables is the average of the test t, the path model is used. Software used for data

analysis software package SPSS version 19 and LISREL version is 8.73.

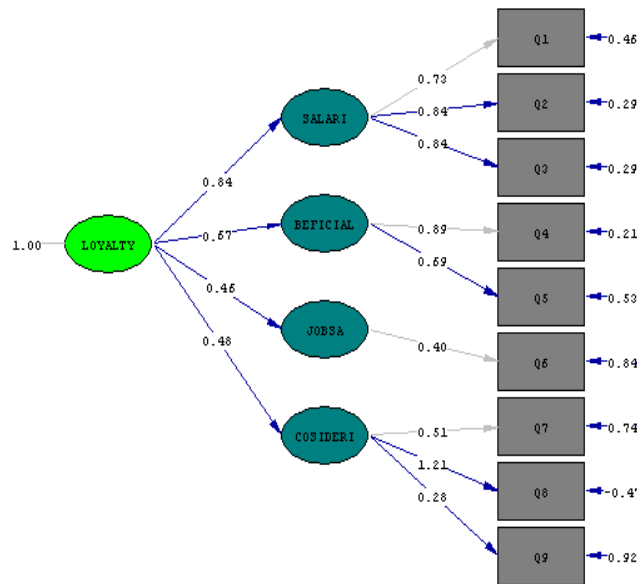
The first section collected demographic characteristics (gender, age and education) investigated. This is useful in order to help the general characteristics of the study population and the general properties specified for other researchers. After the demographic characteristics of the respondents, they were asked which of the four components of salary, job security, benefits, and importance; assign a rating of one to four. After presenting descriptive statistics of the respondents' ratings of the four components of the study, in order to check whether or not the ratings are different from Friedman's rank test was used.

To study comparing the four main study variables between the two groups t test was used. The t-test is primarily to be uniform or non-uniform variance hypothesis tested in this study were Lounz test. Lounz null hypothesis states that the variance between the two groups. If the test is not significant and the null hypothesis is accepted Lounz t test assuming homogeneity of variance should be used and if the test is significant, it means that the variance not be matched group t test with the assumption of homogeneity of variance is not meaningful. Apart from the above-mentioned four dimensions studied, other variables such as education, achievements, relevant education, good working environment, fair evaluation, management abilities and the overall were considered. To verify that the status quo is changing how the respondents range from single-sample t test was used. It tests the null hypothesis states that the

majority of respondents are statistically intermediate to the status quo have chosen and let's face suggests that most respondents from medium to express your opinion about the current situation there. The test to determine significant differences between the values of a variable with a constant value Test (Test Value) is used. The point of using one sample t-test, select the test that you must express a point in the middle.

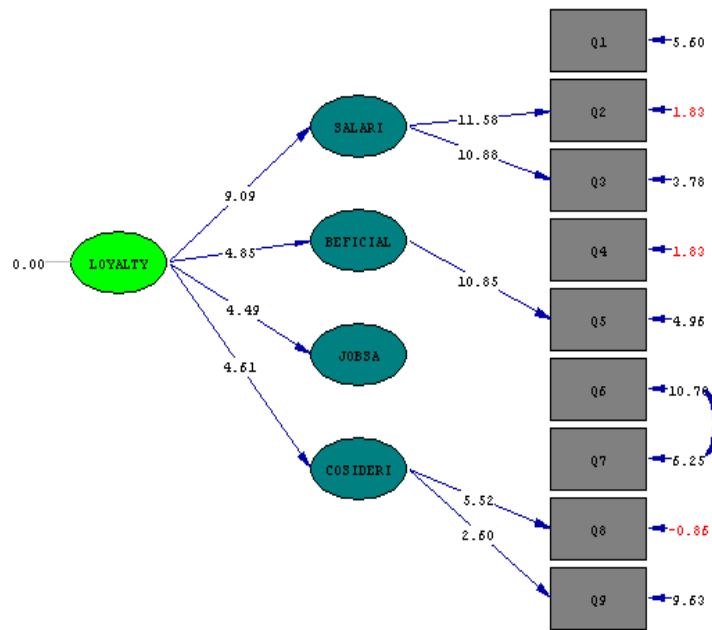
Model validation study with the structural equation

Structural equation modeling to test hypotheses about the relationship between comprehensive statistical approach observed (Observed variables) and latent variables (Latent Variables) respectively. Through this approach may be acceptable theoretical models to specific communities by using correlation analysis, non-experimental, and experimental test. One of the strongest and most appropriate methods for analyzing multivariate analysis in the behavioral and social science research, for the multivariate nature of these issues and they cannot be using two variables (each time only one independent variable with the dependent variable considered) solved. Analysis of covariance structures, or causal modeling and structural equation modeling, one of the main methods for analysis of complex data structures and statistical analysis of the different variables in a structure theory, the effect of concurrent interactions indicate variables. This approach is combining sophisticated mathematical and statistical factor analysis, multiple regressions, and path analysis to complex phenomena that come together in a complex system to be analyzed.



Chi-Square=56.09, df=22, P-value=0.00008, RMSEA=0.077

Factor analysis measurement model



Chi-Square=56.09, df=22, P-value=0.00008, RMSEA=0.077

t values

LISREL output of the fitness criteria

Normal Theory Weighted Least Squares Chi-Square = 56.09 (P = 0.00)
 Estimated Non-centrality Parameter (NCP) = 34.09
 90 Percent Confidence Interval for NCP = (15.73; 60.13)
 Minimum Fit Function Value = 0.40
 Population Discrepancy Function Value (F0) = 0.13
 90 Percent Confidence Interval for F0 = (0.061; 0.23)
 Root Mean Square Error of Approximation (RMSEA) = 0.077
 90 Percent Confidence Interval for RMSEA = (0.052; 0.10)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.037
 Expected Cross-Validation Index (ECVI) = 0.39
 90 Percent Confidence Interval for ECVI = (0.32; 0.49)
 ECVI for Saturated Model = 0.35
 ECVI for Independence Model = 3.63
 Chi-Square for Independence Model with 36 Degrees of Freedom = 925.27
 Independence AIC = 943.27
 Model AIC = 102.09
 Saturated AIC = 90.00
 Independence CAIC = 984.35
 Model CAIC = 207.08

Saturated CAIC = 295.40
 Normed Fit Index (NFI) = 0.99
 Non-Normed Fit Index (NNFI) = 0.95
 Parsimony Normed Fit Index (PNFI) = 0.54
 Comparative Fit Index (CFI) = 0.99
 Incremental Fit Index (IFI) = 0.99
 Relative Fit Index (RFI) = 0.82
 Critical N (CN) = 102.78
 Root Mean Square Residual (RMR) = 0.094
 Standardized RMR = 0.080
 Goodness of Fit Index (GFI) = 0.97
 Adjusted Goodness of Fit Index (AGFI) = 0.94
 Parsimony Goodness of Fit Index (PGFI) = 0.47

Results:

First hypothesis states that the salary / benefits / job security and a sense of its impact on employee job satisfaction which is based on the variables that impact on employee satisfaction. The second hypothesis states that the rights in the first place are the impact on employee satisfaction which concluded that the hypothesis was rejected and the second is right.

The third hypothesis suggests that job security is second in influence employee satisfaction with regard to the third hypothesis was rejected and the job security is the top priority.

The fourth hypothesis states that a sense of importance is the third highest impact on employee

satisfaction. The results confirm the hypothesis that the fourth and third priority is to feel important.

The fifth hypothesis states that fringe benefits in effect on employee satisfaction is ranked fourth. The results confirm the hypothesis that the fifth and fourth priority is the variable.

The sixth hypothesis states that the Ministry of Health staff satisfaction is above average. Sixth hypothesis was confirmed by the results.

The seventh hypothesis stated that the Health Department of Education employee satisfaction is above average. The seventh hypothesis was confirmed by the results of employee satisfaction and health education were lower than average.

The eighth hypothesis states that the Ministry of Health and Medical Education of employee satisfaction, working conditions are above average. The results also with the hypothesis is rejected, and satisfaction with the work environment was lower than average.

The ninth hypothesis states that employees' satisfaction with the assessment process used by managers is above average. Overloading. This hypothesis has been rejected by the results, and satisfaction evaluation method was lower than average.

The tenth hypothesis states that the satisfaction of the management system is above average. The results confirmed the hypothesis that satisfaction has been higher than the average of Management.

Discussion:

To measure employee satisfaction and variables related government agencies have to be a step in the direction of internal marketing. Customer satisfaction is an emotional reaction (emotional) or a state of mutual understanding and recognition (Pratten, 2004, 386).

Internal marketing means that the product-service provider to be fully effective and all factors that cause satisfaction of their employees, who communicate with end users. In fact, internal marketing alignment of all organizational levels is important to improve customer service. Ministry of Health, a service provider that contains tangible and intangible, so like a lot of marketing strategies for service units, a different approach from traditional methods should be adopted.

If the Ministry of Health was the only manufacturer of a product, the product being taken to select only the window, but in a government office (which gets less attention to customer satisfaction) permanent employees and even managers to interact directly with the final consumer, so the positive relationships, efficiently and effectively measure the customer can create higher values for customers.

But it should be noted that this relationship depends on the staff efficient, professional, dedicated and loyal, but in general or completely ignored the fact or degree of effectiveness and efficiency is less than the minimum customer expectations.

Successful companies are product-service provider according to two categories of employees and customers have turned homogeneous. Internal marketing means that the product-service provider to be fully effective must satisfy all the factors leading to their employees, who, with end users connected support. In fact, internal marketing alignment of all organizational levels the importance of improving service to customers. In fact, prior to domestic marketing and international marketing is somewhat preferable, although this approach in many organizations (especially government) or completely undefined vires the marketing department, but given today's marketing staff in order to align their raw data. Ministry of Health, Treatment and Medical Education of the Islamic Republic of Iran Ministry, the department also manages and monitors the health of the country, is responsible for the management of medical universities.

Internal Marketing is one of the issues that almost 20 years ago as a way to solve problems and problems relating to the organization and provide quality services to their employees by Berry (BERRY) was introduced. Despite the expansion of the concept in the marketing literature, it has been little used in practice. Internal marketing is done on topics that reflect the fact that this branch of marketing that requires extensive research and broader. This branch of science is largely affected by the quality management and marketing services. The importance and necessity of providing quality services in the entire process focuses. This area of marketing science to discuss the relationship between customers and suppliers to create value for customers external to the internal addresses, that it would be as a means to develop quality products and services value chain and the interactions between the organization and outside the organization appear LINGS, LAN N (2000).

Internal marketing aims to build trust between staff satisfaction and development of quality products and services in order to achieve the organization's external customer satisfaction. This is an ongoing process of internal customer organization to external customers.

Successful companies are product-service provider according to two categories of employees and customers have turned homogeneous, they actually serve Chains - profitability to satisfy internal and external customers (consumers and employees) have related. The chain has five basic steps are:

Internal service quality: the quality of employees' work environment, job training, support

Employees happy and efficient: the spirit of hard work, commitment, loyalty

Services with higher value, higher efficiency and effectiveness of customer service

Satisfied and loyal customers, loyal customer's satisfaction, repurchase

Health and increase profitability, increase efficiency



(Source: Principles of Marketing Cutler)

Kuhert and Levine studies (1992) indicated that employee satisfaction (internal customers) have a significant impact on product quality and customer satisfaction. In this regard, Morrison five external behaviors that are influenced by internal marketing activities enumerated external customer satisfaction and have a direct impact on them. The five behaviors include:

Conscientiousness and work ethic; Altruism; Good social ethics; Sportsmanship; Propriety (BANSAL, MENDELSON, 2001)

These five are crucial in providing services to organizations

Employees in service organizations to attract customers, and maintain contact with them and play a major role. Cooper and Cronin's internal marketing efforts and reward organizations for training. Generally, human resource management and provide better service (Cooper, j. and cronin, j (2000). Sasser and Arbit believe that employees are the organization's primary market Saser (1989).

Barry and Parashourman studies showed that there is a direct relationship between customer satisfaction and employee satisfaction. They also believe that the Organization of the fifth. It should be added that the staff and the services provided directly by staff selection, training and motivation of employees in this sector will have an important role in customer satisfaction (Berry, 1994).

Rafiq Ahmed and service organizations in the UK to study, internal communication and information

sharing, staff training, empowerment and team building and group activities, and organizational structure and participation in determining the dynamic perspective of internal marketing have been used as indicators (Ahmed,p.; rafiq, m and saad, n. (2003).

Elements of Domestic marketing

All marketing activities undertaken in any organization to attract retain and promote customer loyalty in organizations takes place. In addition to this, HRM seeks to achieve internal customer commitment, job satisfaction and trust toward managers this has been associated with the organization's internal marketing activities. In general, the main elements of internal marketing can be examined from several different perspectives.

1. Job Security: Job security is considered as one of the key elements of Domestic marketing. This aspect of Domestic marketing on job security acceptable to equip staff involved. Any reduction in productivity or profitability may transfer, retraining and job turnover leads. As a way to prevent the loss of personnel, it is possible to re-use them in other sectors. Studies suggest the fact that an increased level of job security, satisfaction, loyalty and trust in management increases.

2. The broad education in a global economy has developed the creation and development of one of the most important factors in achieving competitive advantage in the global arena. Generally teaching staff in relation to identifying and solving problems, makes the necessary changes in processes and work methods of the sale of the products was vital. According to research made clear that investment in education will lead to tangible results. This results in improved attitudes, increased skills in relation to improving service quality and employee satisfaction and loyalty in practice.

3. Generous rewards, offering above-average pay and benefits and pay commensurate with performance and productivity of the industry, it is one of the methods applied. Studies have shown that employees with salaries above the average have higher levels of satisfaction and commitment to the organization.

4. Sharing information and sharing information organizations need to create communications using various methods, establish the information flow within the organization. It is important to facilitate information flow in decision-making and create a proper feedback mechanism.

5. Empowerment: Empowerment encompasses two aspects, including the freedom of action and choice of one side and the other side's expectations and responsibilities.

6. Reduce the gap among employees, reducing the gap with the staff, they can easily express their ideas and thus creativity, honesty, trust and job satisfaction increases. Two methods of reducing the difference in rank, reduction in salary levels within the organization and create aliases to develop organizational communication based on honesty and trust and organizational justice (Bansal and Harvir S. & Morris B. Mondelson (2001).

Studies indicate a positive correlation between job satisfaction and confidence to manage all elements of Domestic marketing is excellent.

Organizational Commitment

Studies show that the lack of organizational commitment and organizational problems, such as turnover, absenteeism, delays, lack of participation and active involvement of the workforce and the low level of performance and efficiency of human resources and an inverse relationship exists. Organizational commitment and identification with the organization because of their impact on the level of effort and turnover are considered to be very important (steroids and Riley, 1997). There are consequences for employees with less commitment to the organization may be expensive and therefore should be considered by management (Ward and Davis, 1995, Chartman and Bambakas, pp. 108-89). Results of some studies have shown that job attitudes such as organizational commitment to work with some behaviors including leaving job, job search planning, the absence of a significant relationship, job performance (Mathew and Zajac, 1990 "Mathiew & Zajac).

Factors affecting organizational commitment can influence organizational commitment classified into four categories:

1. Personal factors (age, sex, marital status, education, socioeconomic status, etc.)
2. Factors related to the job (job satisfaction, job challenge, job promotion opportunities, job security, etc.)
3. The organizational factors (organizational support, organizational justice, organizational involvement, leadership style, organizational identity, etc.)
4. The cross factors (job opportunities outside the organization, social justice, union commitment, family commitments, etc.)

Job Enrichment

Job enrichment refers to the attempts made so interesting and challenging jobs to go to work. Using more complex the job, giving greater responsibility for product and business mix elements that have already been carried out by individuals, and now takes the form of a whole, this goal can be achieved.

Participation in decision-making

Allow (and even encourage) staff involved in making the decisions that the company or organization, participation in decision making. Here they still have the final say managers, but employees are encouraged to express their opinion at the beginning of the decision making process. It seems that this approach will lead to increased job satisfaction.

Job Security

In organizational life, job security issues, including the personnel engaged in the organization and part of the mental and intellectual energy is spent on this issue. If the employees for achieving the desired level of comfort, their physical and mental energy to handle high power, the organization will suffer less stress. When discussing the issue of job security official to ensure the rights and benefits in mind, if job security in today's world depends on formal and lifelong employment, but job security is based employee empowerment.

Considering the importance of empowering employees job stability and security in this paper is that the concept of job security, explain the role of human resource development, human resource development and empowerment of staff expertise, experience, training, job satisfaction, behavioral, communication, thought and conscience working in a stable job security be established.

Conclusion:

The globalization of the world economy, along with many of the challenges of human resource management highlights. The major social changes in the country's increasingly independent nations of the free movement of goods, capital and people are displaced. However, in these societies, cultural boundaries remain. In order to remain successful in the new era of globalization, international agencies must make their aims. In addition, the strategies that the desire to succeed and compete in the global fit it were completely considered. Successful completion of a global strategy requires careful attention to managing the conflicts between human resources and the protection of intellectual strengths organizational culture. In order to survive in the twenty-first century, organizations must be consistent with a global mindset and its leadership position in the global competitive environment changed. Institutions and leaders must learn how to manage these changes; otherwise they have no choice but to lose these competitive conditions. Thus, world leaders should be pushing the limits to opportunities and threats to their staff in order to excel, not just to survive, but to speed up innovations raise the competition. Ability to deal with cultural issues, global managers need to succeed in life now and tomorrow. Familiar aspects

of organizational life, such as organizational structure, leadership style, and motivation models, instructional models and critical thinking in human resource management, are culture-dependent, and thus it is necessary to pay attention to national boundaries as constraints. To provide for compliance with such a mixed culture, which is more than is needed to apply directors from different geographic regions, education programs carefully informed by cultural transmission and cultural.

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