



THE PRELIMINARY STUDY OF INTERNAL MARKETING AND INTERNAL SERVICE QUALITY

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Author's Biography



Suziana is a lecturer in the Faculty of Economics at Universitas Andalas, Indonesia, where she has been a faculty member since 1999. She was born June 13th 1972 in Padang. She has a husband and one kid. She is studying PhD in Management at University Selangor, Malaysia. Her resesarch interests in the area Marketing Management.

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Research Highlights

The preliminary study is a research analyze to test questionnaire items, where it called validity and reliability tests. The research about relationship between Internal Marketing (IM) elements as variable independent and Internal Service Quality (ISQ) as variable dependent on Padang Restaurants. Unit analysis is Padang Restaurants employees. Area of sampling is West Sumatera. Type of research is a survey. The number of samples used of 30 respondents. The number of questionnaire are 47 items and 5 variables which consists of : (1) IM employee (2) IM organization (3) IM environment (4) organizational citizenship behavior (5) ISQ variables. The results of the pilot test is the whole of questionnaire are valid and variables are reliable, with cronbach's alpha is over 0.7. It means the research would be continue to the actual study.

Graphical Abstract

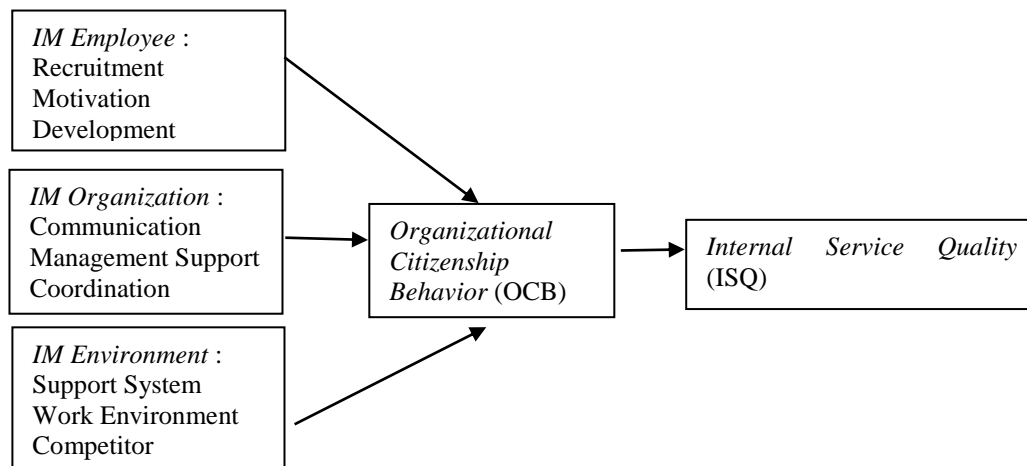


Fig. 1. Proposed model

The research used 5 variables and the figure shows the relationship of each variables. The study special discussed about the preliminary study. That means the study talking about validity and reliability test.

Internal Marketing (IM) is *marketing on employee*. IM must take place on two levels. At one level, the various marketing functions must work together. At the second level, other departments must embrace marketing, they must also think customer (Kotler & Keller, 2012).

IM is the holistic marketing and the all variables in organization must be involved within process. The proposed conceptual model defined that internal marketing elements are : (1) IM employee (2) IM organization (3) IM environment.

Organizational Citizenship Behavior (OCB) is conceptualized as synonymous with the concept of contextual performance, defined as performance that supports the social and psychological environment in which task performance takes place.

Internal Service Quality (ISQ) is used to this research as dependent variable. This study see that how employee satisfied with their job. According to Parasuraman (1991) Service Quality is consists of 5 dimensions are : 1) Reliability, 2) Assurance, 3) Tangibility, 4) Empathy, and 5) Responsiveness.



Research Objectives

Service quality in Padang restaurant is several problems, hence service quality is low (Paul. J, 2018). The study aims that found how service quality is low. One of causal of research is internal marketing element. The research used questionnaire to collect the data. The objectives of the research to test of items questionnaire in validity and reliability to would be continue the actual data.

Methodology

The number of samples used a preliminary study is 30 respondent consists of employees on Padang restaurants in West Sumatera. The tool of validity and reliability test on this study used SPSS Analyze. The analyze used 5 variable and number of items of questionnaire is 47 items . It is consists of the variable of: 1) IM employee amount of 9 item of questions, 2) IM organization has amount of 9 item of questions, 3) IM environment has amount of 9 item of questions, 4) variable mediating OCB has amount 5 items question, and 5) variable ISQ has amount 15 item of questions.

To collect the data, the study will used a survey method. Area of sampling is West Sumatera. This research includes the survey research using questionnaire as main data collection tool and using a quantitative approach. Validity test is used to measure the validity questionnaire, which *valid* means value of corrected item – total correlation (Pearson Correlation) is over than 0.3. Reliability test is used to measure the research instrument which *reliable* means that value of Cronbach's alpha over than 0.6 (Heale. et al., 2018).

Results

The research results that all items of questionnaire is valid, which value of Pearson Correlation is over than 0.3. Furthermore, the more results that the value of Cronbach's Alpha for questions in the variable IM employee is 0.698. The value of Cronbach's alpha for question in the variable IM organization is 0.835, variable of IM environment is 0.835 too. Furthermore, the variable of organizational Citizenship Behavior is 0.860 and the last variable internal service quality is 0.661.

Findings

This preliminary research found that all items and the all variable of research are valid and reliable. Valid means the research could be to continue the actual data and reliable means the questionnaire could be used to measure the same object in several times .

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