The Effects of Internal Marketing on Some Job Attitudes: A Study in Private Hospitals in Turkey

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Abstract

Organizations realize that one of their most crucial assets is the employee. This research evaluates internal marketing actions from the employers’ perspective, focusing on effects of internal marketing actions on employers perceptions of the firm. The aim of this study is to state and analyze a proposed model concerned with internal marketing (IM), organizational cynicism (OCY), organizational commitment (OC), job satisfaction (JS), and intention to leave (ITL) amongst Turkish hospital employees. Research data is obtained from those 415 employees working in private hospitals in Mugla, Turkey. The data was analyzed through the SPSS 15.0 and LISREL 8.51 statistical packages and proposed relations are analyzed through Structural Equation Modelling (SEM). The findings supported hypotheses, demonstrating that while IM has positive effects on OC and JS, it has a negative impact on OCY. Moreover, as ITL is affected negatively by OC, it is positively influenced by OCY but no relationship to JS.

Keywords: Internal Marketing, Organizational Cynicism, Job Satisfaction, Organizational Commitment, Intention to Leave