

Internal Marketing Analysis as a Means to Satisfy Internal Customers

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ABSTRACT

Service companies are required to be able to always satisfy their customers which can be done by providing superior human resources according to the services provided by the company and by carrying out good internal marketing within the company so that employees have satisfaction in working which has an impact on the services that will be provided to customers. consumer. This research was conducted to find out more about internal marketing in service companies, especially PT. Ume Persada Indonesia. The reason researchers chose PT. Ume Persada Indonesia to be used as a research location because the company's location is close to where the researchers live and the company is a service provider company that has large clients such as PT. Smelting. This study aims to analyze the company's internal marketing with indicators of training, communication, motivation and recruitment of employees. And want to know which indicators have been implemented and running in the company. Researchers chose to use qualitative research methods used to find data, collect data, process and analyze the results of the data obtained. Qualitative research is used to understand social interactions, can be done by interviews to observations so that a clear pattern will be found. Based on the results of the research, it is known that internal marketing that occurs in the company has been going well, as evidenced by the existence of the 4 indicators used by researchers, all of which have been implemented in the company, starting from training, communication, motivation and recruitment, which have been well implemented to satisfy the company's internal customers. The company is expected to continue to maintain and develop the core subjects that have been researched by researchers in accordance with the company's vision, mission, objectives and SOPs. This study only discusses internal marketing to satisfy internal customers using training, communication, motivation and recruitment indicators at PT. Ume Persada Indonesia. The extent to which the company's way of satisfying its employees so that internal marketing within the company can run well.

Keywords : Internal Marketing, Training, Communication, Motivation, Recruitment

1. INTRODUCTION

Service companies are companies that provide services in accordance with the services provided by each company. Service companies are growing rapidly in line with incoming service requests. The demand for services has skyrocketed, so the development of service companies has increased rapidly. Service companies that are developing increasingly advanced are motivated by customer satisfaction and the human resources of service providers. To introduce company services, of course, companies must understand marketing services in accordance with the services offered. According to Lovelock & Wright in (Adam, 2015: 3) Service marketing is a part of a service system that covers the whole where service providers have contact forms with their customers, from advertising to billing, when doing things that include contact delivery or delivery of services. In this case the role of human resources is very important in the service marketing process. service companies need not only external marketing but also internal marketing and interactive marketing (Grönroos, 1990). But first of all the most important thing is internal marketing, Internal marketing was originally put forward as an approach to service management in the form of embedding traditional marketing concepts and marketing mixes on all employees as customers in the organization so that employees can increase the effectiveness of the company by increasing internal market relations (Ahmed et al 2003). Internal Marketing is also a management philosophy in treating employees as customers, it is also a meeting between product development strategy (or work) with employees, demands in order to win employee loyalty and organizational commitment (Longbottom et al., 2006).

So that in this case the company has two customers, namely internal customers or employees and external customers or customers. However, in internal marketing, the role of being a customer in a company is an employee of the company itself. Service companies are required to always provide the best to their customers (external), of course, companies must have service providers or employees or human resources who are good, motivated and loyal to work. One of the service provider companies in Gresik is PT. Ume Persada Indonesia which is a service provider company that has been established since 1998 where marketing requires external and internal marketing (Kotler Keller 2000). Internal marketing in service companies plays an important role in helping employees make good emotional connections to the services sold by the company. If there is no such relationship, employees tend to undermine the company's expectations for external marketing, then the existence of internal marketing will make employees motivated and increase loyalty and loyalty to the company. So that researchers are interested in knowing more about internal marketing in service companies at PT. Ume Persada Indonesia.

2. METHOD

The problems chosen by researchers are dynamic and social problems, therefore researchers use qualitative research in which researchers understand phenomena that occur by means of descriptions, namely composing in the form of words and discussing problems with natural methods (Moleong 2007: 6). Qualitative research includes constructivism which assumes that reality has multiple and interactive dimensions. And can be interpreted as an effort to exchange social experiences that can be defined through research results (Danim 2002).

As explained in the introduction, this research was conducted at PT. Ume Persada Indonesia, which is located at Jalan Raya Meduran No. 179 Roomo Village, Manyar District, Gresik Regency, East Java. Conducted interviews with 2 HRD people to obtain information related to the issues discussed. Informants play an important role in providing information so that researchers choose to conduct interviews with those who know more about the company so that they will get accurate answers.

3. RESULT

Analysis of Training Outcomes

The definition of training according to Widodo (2015: 82) is a series of activities for a person to systematically increase skills and knowledge so that he has professional performance in his field. Training also includes a learning process that allows a person to carry out his work according to appropriate standards.

Another definition of training according to Rachmawati (2008: 110) is as an environment for employees, where they can acquire and learn attitudes, abilities, skills, knowledge, and specific behaviors related to their respective jobs. So it can be concluded that the training itself is used by the company as a forum to increase the skills and expertise of its employees to improve the quality of their work.

PT. Ume Persada Indonesia provides facilities to employees in the form of training, both internal training (training held by the company) for example, such as disaster mitigation and external training (outside the company) such as leadership training which is held twice this year, namely in May and November with the aim of improve skills and facilitate employees so that they can carry out their jobs properly by providing this training. The existence of this training will make employees feel more understanding about the work they will be doing because they already have more knowledge gained from the training in other words PT. Ume Persada Indonesia has implemented training as an indicator to satisfy internal customers or employees in the company's internal marketing.

Analysis of Communication Results

Communication in a company has a very important role for the running of a company, according to Wibowo communication is an activity to convey what we think, the concepts we have and the desires we want to convey to others or as an art of influencing others to get what we want. want. Another understanding according to Edward Depari, communication is the process of conveying ideas, hopes, messages conveyed through certain symbols that contain meaning carried out by conveying messages addressed to the recipient of the message. According to David K. Berlo, communication acts as an instrument of social interaction that functions to know and predict other people, as well as to know one's own existence in creating a balance with society.

Several employees at PT. Ume Persada Indonesia can do its job well because one of the factors is good communication. Communication within the company occurs quite well by respecting each employee's opinion, communicating with each other and helping other employees if they have difficulties in their work, every time they start work the leadership will conduct a briefing and employees can also convey obstacles that occur in work so that employees can carry out their work properly . If employees have problems that cannot be solved by management, the company will provide facilities by bringing in consultants to try to provide an explanation of the problems that occur. So that communication within the company goes well because every employee is given facilities about whatever happens in the company, this will make employees feel satisfied at work. It can be interpreted that the company's internal marketing with communication indicators to satisfy employees is going well.

Analysis of Motivation Results

John W Santrock defines motivation as a process to provide enthusiasm, direction, and persistence of behavior. That is, motivated behavior is behavior that is full of energy, directed and long lasting. Another understanding according to Abraham Maslow is something that is constant or fixed, never ends, fluctuates and is complex, and that is mostly a universal characteristic in every person's activities.

Every employee certainly has a way to motivate himself in a job. However, companies have an important role to motivate their employees at work. At PT. Ume Persada Indonesia motivates its employees by providing adequate work equipment, appreciating employees who work well by promoting employees to higher positions which can be identified through a basic assessment which is conducted annually, providing rewards in the form of money, conducting family gatherings and recreation with the aim is to build a family and good relationships among employees that can motivate employees when they return to work. There are employees who feel that by being entrusted by other employees to get things done can make these employees feel motivated by this. So, to satisfy customers So that internal marketing goes well, the company also motivates its employees by carrying out the various efforts mentioned above.

Analysis of Recruitment Results

The definition of recruitment according to Efendi & Winenriandhika (2021) is a series of activities carried out in a planned manner, in order to obtain prospective employees who meet the requirements demanded by a certain position, which is needed by an organization. Recruitment is a series of activities to find and attract job applicants with the necessary motivation, abilities, skills and knowledge to save identified deficiencies in staffing planning (Simamora, 2015; 212).

Recruitment indicators are also one of the reasons for employee job satisfaction, at PT. Ume Persada Indonesia a quality selection is carried out in accordance with procedures set by the company such as educational background to work experience. Because with quality human resources will make employees get satisfaction in their work which makes internal marketing in the company run well.

4. DISCUSSION

Based on the results of a descriptive analysis of internal marketing using training, communication, motivation and recruitment indicators to satisfy employees, the results show that:

- a). Employee training is very important in satisfying employees at work because employees can improve their skills, with these skills employees find it easier to do their jobs.
- b). Communication within the company goes well, every employee has equal opportunity to express opinions and provide aspirations for new things, and superiors always give directions to employees to carry out a job. Good communication makes satisfaction at work.
- c). Motivating employees will make employees feel satisfied and enthusiastic at work, companies motivate their employees in various ways such as giving rewards, carrying out promotions, holding family gatherings and recreation.
- d). Recruitment is fundamental to satisfying employees, so companies recruit according to company procedures to get quality employees because quality human resources affect the level of employee satisfaction. Recruitment is used to bridge between abilities and expectations of a job.

5. CONCLUSION

Based on the conclusions of this study regarding internal marketing to satisfy internal customers, the advice that can be given is that companies must maintain some of the core subjects that have been carried out by the company in accordance with the company's vision, mission, objectives and SOP. And PT. Ume Persada Indonesia as a company engaged in services must continue to develop and improve internal marketing in the company because internal customer satisfaction greatly influences external customer satisfaction.

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