

INTERNAL MARKETING AND ITS IMPACT ON WORK PERFORMANCE AT A UNIVERSITY LOCATED IN LIMA, PERU

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ABSTRACT: Research conducted in Peru, which sought to determine the cause and effect relationship between the independent variable internal marketing and the dependent variable work performance. Through a study with a quantitative focus and explanatory level, we were able to obtain data from a sample of 205 collaborators who work in administrative areas in a university center. A questionnaire consisting of 24 items was used, which proved to be extremely valid and reliable. Through Pearson's Chi-square test, we were able to give acceptance to the hypotheses formulated, since internal marketing affects work performance and the dimensions that make it up ($p < 0.005$).

KEYWORDS: Internal marketing, work performance, tasks, performance, productivity, teamwork

I. INTRODUCTION

In Peru there are few companies that apply the use of internal marketing, unlike Brazil, which is considered one of the great powers in endomarketing or internal marketing, because it is a key tool, which allows to know the needs, interest and projections that the worker has and consequently be able to take actions to improve their work performance through motivation to achieve the objective sought by the company (Endomarketingsite, 2016).

In the context studied, a university education center aims to provide quality service, it does not present problems with workers, since most of them are motivated, are incentivized, have a clear career line, are trained constantly for better performance to be efficient and successful. This is what motivated the authors to conduct the study to demonstrate the cause-effect relationship between internal marketing and the work performance of workers in the company.

In this sense, the general problem was: To what extent does internal marketing affect job performance in a university center, Peru, 2019?

In reference to the specific problems, these were: To what extent does internal marketing affect the result of tasks in a university center, Peru, 2019, and to what extent does internal marketing affect the performance in a university center, Peru, 2019, and to what extent does internal marketing affect the productivity in a university center, Peru, 2019, and to what extent does internal marketing affect teamwork in a university center, Peru, 2019?

As for the theoretical justification, this research was carried out with the purpose of originating a reflection on the topic of internal marketing and its incidence in the work performance in a university center, putting in controversy at the academic level the already existing knowledge, as well as to verify a theory and to compare results.

Referring to the methodological justification, it was proposed that there is a new alternative to raise valid and reliable knowledge, this to investigate and observe during a process that includes several phases, creating new questionnaires that can be used by other researchers.

On the other hand, the practical justification in the study was justified in the sense that the reasons about how useful and applicable the results of the study are are going to be exposed, as well as the objective importance of considering the facts that compose them and of reaching conclusions of common sense for their solution and when the development contributes to solve a certain problem.

The general hypothesis of the study was: Internal marketing significantly affects work performance in a university center, Peru, 2019. As for the specific hypotheses, these were: Internal marketing significantly affects the outcome of tasks in a university center, Peru, 2019; Internal marketing significantly affects performance in a university center, Peru, 2019; Internal marketing significantly affects productivity in a university center, Peru, 2019; Internal marketing significantly affects teamwork in a university center, Peru, 2019. This can be seen in Fig. 1.

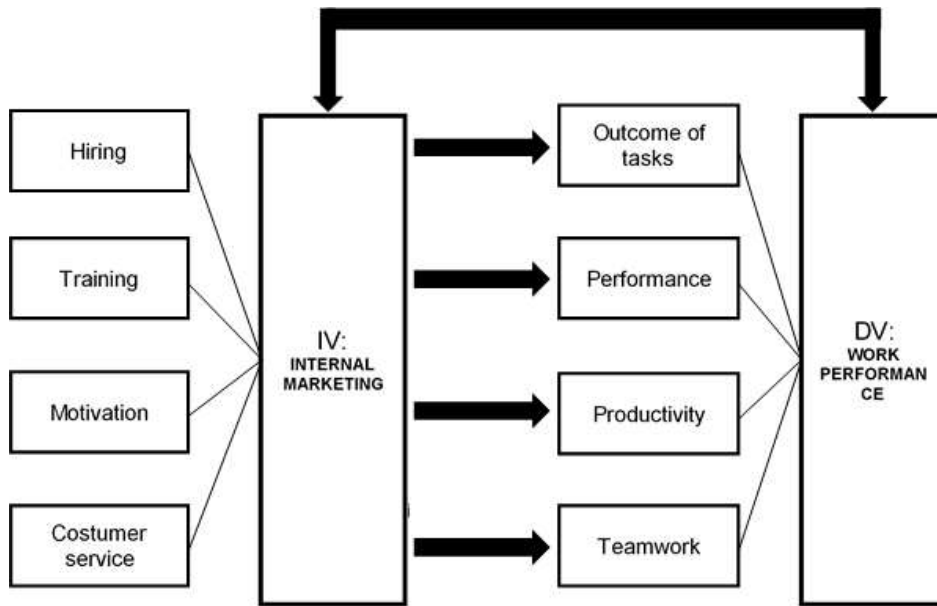


Fig 1: Research hypotheses raised

II. THEORETICAL FRAMEWORK

Kotler and Ketler (2012) indicate that internal marketing consists of the recruitment, training and motivation of competent employees who wish to perform an adequate job in customer service.

On the other hand, internal marketing is defined by Caridad, Salazar and Castellano, as an intensive program focused on the knowledge of the internal customer, his capacity, training and timely satisfaction of his needs through a set of practices introduced and perfected in the organization that seek to generate greater motivation and commitment in the personnel to offer the external customer better quality in the development of the processes (2017).

Finally, García, Barros and Valle (2018), indicate that internal marketing is the set of processes that allows the satisfaction of the needs of the internal client (worker) to motivate him to provide a quality service achieving the satisfaction of the external client and as a result the business success.

As for work performance, Bermudez and Bravo (2016) define it as the result of tasks performed by the worker, determining their performance in productivity and teamwork, which can be evaluated or measured by the company.

On the other hand, work performance is defined by Pedraza, Amaya and Conde as the actions or behaviors developed by the worker, being measured by their competencies, in order to contribute to the proper functioning of the organization (2010).

Likewise, when we ask ourselves the questions, at what level does the worker carry out his functions? and what percentage of these functions were correctly performed, we are talking about work performance, which, to the extent that it is more optimal, will be able to achieve the objectives and goals set in the personal and business spheres (Guarniz, Palomino, 2019).

III. METHODOLOGY

The focus of the research was quantitative, while the type was applied, in terms of level, this was explanatory, with non-experimental design and cross-sectional temporality.

The population was made up of staff from the administrative areas of a private university located in Lima; in methodological terms, the population is considered to be finite, since the total number of staff is known to be 440.

For the calculation of the sample, the generally accepted statistical formula was applied for its determination, which had a confidence level of 95%, with a positive and negative variability of 0.5 and an error precision of 0.05 and which resulted in the number of 205 administrative collaborators.

As far as study sampling is concerned, it is probabilistic, since the subjects were selected according to certain criteria, depending on the choice of the researcher (Tamayo, 2001).

The survey was used as a technique to collect data while the instrument applied was the questionnaire with a group of items formulated from the variables and dimensions studied that we wanted to quantify (Ramos, 2008).

The survey was used as a technique to collect data while the instrument applied was the questionnaire with a group of items formulated from the variables and dimensions studied that we wanted to quantify (Hernández, Fernández and Baptista, 2014), which consisted of 24 items with a 5-level response scale, as detailed in Fig. 2.

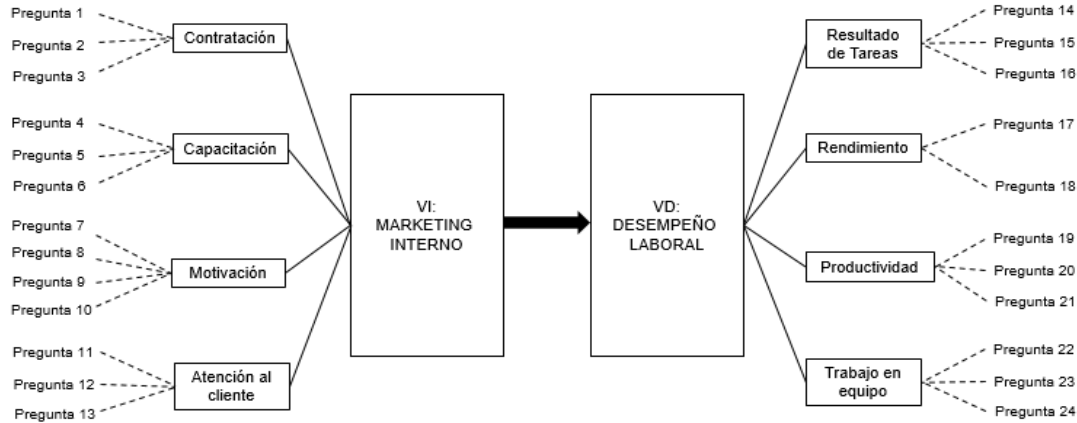


Fig. 2: Structure of the questionnaire used

The questionnaire was validated by 8 experts, who rated the level at which the instrument demonstrated relevance, relevance and clarity of each item, whose qualitative result was "applicable" and the quantitative analysis was given through the V. of Aiken whose result was 0.986, concluding that it was valid.

Cronbach's alpha score of the total item was 0.96 (excellent). Cronbach's alpha was determined for both variables, obtaining as a result for the independent variable "internal marketing" of 0.94 (excellent) and 0.93 (excellent) for the dependent variable "work performance". Performing an in-depth analysis, Cronbach's alpha for each dimension was determined, obtaining the values of 0.72; 0.89; 0.86 and 0.87 for the independent variable "internal marketing" (hiring, training, motivation and customer service) and 0.81; 0.72; 0.84 and 0.78 for the dimensions of the dependent variable "work performance" (result of tasks, performance, productivity, teamwork).

It was also convenient to test two halves of Guttman, in order to obtain a second opinion of reliability, obtaining the value of 0.94 (excellent).

In this research, the statistical program SPSS, version 26, was used. On the other hand, for the presentation of descriptive data, table and pie charts showing numerical and percentage results were used. For inferential results, Pearson's chi-square test was used, in order to identify association between variables and therefore dependence.

IV. RESULTS

According to Table 1, there is a significant statistical association between the independent variable "internal marketing" and the dependent variable "work performance", since the result was 0.000, with the latter being less than 0.05. The value obtained from Pearson's Chi-square was 457.671. Therefore, the hypothesis is valid: Internal marketing significantly affects work performance in a university center, Peru, 2019.

Table 1 Chi-Square Test for the independent variable "internal marketing" and the dependent variable "work performance"

	Value	Degrees of Freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	457.671 ^a	12	0.000
Likelihood Ratio	133.894	12	0.000
Linear-by-Linear Association	124.014	1	0.000
N of Valid Cases	205		

Source: SPSS.

According to Table 2, there is a significant statistical association between the independent variable "internal marketing" and the dependent dimension "outcome of tasks", since the result was 0.000, with the latter being less than 0.05. The value obtained from Pearson's Chi-square was 431.929. Therefore, the hypothesis is valid: Internal marketing significantly affects the outcome of tasks in a university center, Peru, 2019.

Table 2 Chi-Square Test for the independent variable "internal marketing" and the dependent dimension "outcome of tasks"

	Value	Degrees of Freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	431.929 ^a	12	0.000
Likelihood Ratio	106.799	12	0.000
Linear-by-Linear Association	94.178	1	0.000
N of Valid Cases	205		

Source: SPSS.

According to Table 3, there is a significant statistical association between the independent variable "internal marketing" and the dependent dimension "performance", since the result was 0.000, with the latter being less than 0.05. The value obtained from Pearson's Chi-square was 288.306. Therefore, the hypothesis is valid: Internal marketing significantly affects performance in a university center, Peru, 2019.

Table 3 Chi-Square Test for the independent variable "internal marketing" and the dependent dimension "performance"

	Value	Degrees of Freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	288.306 ^a	12	0.000
Likelihood Ratio	83.236	12	0.000
Linear-by-Linear Association	76.404	1	0.000
N of Valid Cases	205		

Source: SPSS.

According to Table 4, there is a significant statistical association between the independent variable "internal marketing" and the dependent dimension "productivity", since the result was 0.000, with the latter being less than 0.05. The value obtained from Pearson's Chi-square was 341.158. Therefore, the hypothesis is valid: Internal marketing significantly affects productivity in a university center, Peru, 2019.

Table 4 Chi-Square Test for the independent variable "internal marketing" and the dependent dimension "productivity"

	Value	Degrees of Freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	341.158 ^a	12	0.000
Likelihood Ratio	114.884	12	0.000
Linear-by-Linear Association	118.480	1	0.000
N of Valid Cases	205		

Source: SPSS.

According to Table 5, there is a significant statistical association between the independent variable "internal marketing" and the dependent dimension "teamwork", since the result was 0.000, with the latter being less than 0.05. The value obtained from Pearson's Chi-square was 624.723. Therefore, the hypothesis is valid: Internal marketing significantly affects teamwork in a university center, Peru, 2019.

Table 5 Chi-Square Test for the independent variable "internal marketing" and the dependent dimension "teamwork"

	Value	Degrees of Freedom	Asymtotic Significance (2-sided)
Pearson Chi-Square	624.723 ^a	12	0.000
Likelihood Ratio	102.898	12	0.000
Linear-by-Linear Association	92.708	1	0.000
N of Valid Cases	205		

Source: SPSS.

V. CONCLUSIONS AND RECOMMENDATIONS

The results obtained show that there is a significant cause and effect relationship between the independent variable internal marketing and the dependent variable work performance, as well as with the four dimensions studied in the delimited context, which is a university center located in Peru.

The results of the research were related to the theories analyzed, so this research serves to have updated literature related to internal marketing and labor performance, which is very demanded in the current context.

Finally, we recommend that international researchers carry out similar studies in order to generate discussion.

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