

Employee job satisfaction from the perspective of internal marketing and gender

Satisfacción laboral del empleado desde la perspectiva de marketing interno y género

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Abstract

In Ciudad Obregon Sonora, the restaurant industry is a Very Important sector Which in Addition to Promoting a space for family recreation, Generates Jobs for the municipality and at the same time Gives the opportunity for creative entrepreneurs and entrepreneurs to prosper. In This sector, the competition is very large and for esta reason internal marketing is a subject Which each company must adopt. This research AIMS to Identify the Factors That Affect the degree of satisfaction of the employees of the restaurants located in Cd. Obregon, Son. From the perspective of internal marketing and gender and then a recommend strategies to improve increase productivity, communication and employee loyalty. Where it was Obtained as a result of the survey staff of the restaurants, there is no Difference between men and women based on the conditions in Which These Organizations are found, launching a similar opinion in each of the variables of the applied instrument, and THEREFORE Job satisfaction for Both Genders, Obtaining a pleasant work place, Directly Favoring the companies.

Internal marketing. Gender and endomarketng

Resumen

En Ciudad Obregón Sonora el sector restaurantero es un sector muy importante, que además de propiciar un espacio de esparcimiento familiar, genera empleos para el municipio y a la vez da la oportunidad para que empresarios creativos y emprendedores prosperen. En este sector la competencia es muy grande y por tal motivo el marketing interno es un tema el cual debe cada empresa adoptar. Esta investigación tiene como objetivo identificar los factores que inciden en el grado de satisfacción de los empleados de los restaurantes localizados en Cd. Obregón, Son. Desde la perspectiva del marketing interno y género y posteriormente recomendar estrategias para mejorar la productividad, comunicación y fidelidad del empleado. Donde se obtuvo como resultado del personal encuestado de los restaurantes, no hay alguna diferencia entre hombres y mujeres en base a las condiciones en las que se encuentran dichas organizaciones, lanzando una opinión similar en cada uno de las variables del instrumento aplicado, y por ende una satisfacción laboral para ambos géneros, obteniendo un lugar de trabajo agradable, favoreciendo directamente a las empresas.

Marketing interno. Género y endomarketng

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Introduction

The interpretation of the internal marketing or endomarketing of Berry (1981) is based on the perspective of treating employees as clients, which can lead to changes in attitude in workers and the satisfaction of Positively Affect Consumers

Internal marketing is an instrumental behavioral strategy to develop a mental state that allows efficiency in customer service and building trade relations (Grönroos 1990).

The issue of satisfaction internal customer was strong and different points of view of various authors in the XXI century was where internal marketing became the subject in which any company or organization must meet and the importance of internal customer (employees). relevant internal marketing and satisfaction at work from the perspective of internal marketing or endomarketing aspects are developed.

The relationship between these two concepts, which is seen employed as a customer, which should generate loyalty, good communication and interpersonal relations, in order to improve productivity and thus provide better service.

In the restaurant sector it shows that there is staff turnover almost permanently, so it is necessary to know the reason for this decision, which suggests that there is no satisfaction in their work. Also, it looks if there is any relationship between gender in terms of job satisfaction, according to the job to be performed and thereby focus the internal marketing strategies they need in what the employee needs to be more productive and generate loyalty to the establishment and to the company

Ciudad Obregon Sonora in the restaurant sector is a very important sector, which also provide a space for family recreation generates jobs for the town and also gives an opportunity for creative entrepreneurs and entrepreneurs thrive. Competition in this sector is very large and for this reason the marketing Internal is an issue which each company must take.

Justification

Internal marketing is used not only to internally promote initiatives in the area of marketing programs but also other areas such as Human Resources, Production, Sales and Finance, among others.

It is important for the restaurant industry know that motivates them at work, which is what makes employees give 100% in service or processes. Today the internal Marketing is used as a strategy to increase employee satisfaction, to improve service and processes at an optimal level, this makes companies more profitable and efficient, because when an employee is satisfied with your area and company work tends to reflect this in their work.

It will also be useful for companies to know what are the satisfactions that influence employees to do their job and the opinion of men and women regarding working conditions for job satisfaction are very good.

Problem

Internal marketing makes the relationship between the employee and the company is the most reliable, improves the quality of your products or services and this is reflected in the service, however the shortage of plans domestic market makes it difficult to identify the negative factors which lead employees to be dissatisfied with their work.

One of the main problems with employees is the constant weight of overwork received by the company because sometimes they do not go according to his post. Companies do not try to interact with their employees, to integrate them into the company and make them feel part of it, as well as decision-making and participation. Often companies do not allow employees to be creative and freedom of expression, this means that employees do not have exceeded goals at work and makes this tired and interest to do so. Employees are the main customers of the business and that is why we should pay special attention to them, because if you have these first customers satisfied, side customers will be those who come to our local receive better services,

Therefore, in the proposed research questions to know if a significant difference between the views of men and women regarding working conditions for job satisfaction in the restaurant industry in Cd is there. Obregon, Sonora?

Objective

Identify factors that affect the degree of satisfaction of employees of the restaurants located in Cd. Obregon, Son. From the perspective of internal marketing and gender and then recommend strategies to improve productivity, communication and employee loyalty.

Theoretical Framework

Job satisfaction is a widely researched topic and can be understood as a positive or pleasant emotional state of the subjective perception of the work experiences of an individual (Locke, 1976).

From the perspective of internal marketing is the effort of the organization to train and motivate effectively to employees who have contact with customers and support staff in order to provide satisfaction and to satisfy customer requirements.

Job satisfaction is an essential attitude of the employee, consists of the following factors: remuneration (salary), working conditions, relationships with peers, opportunities for progress and the work itself. In addition, it is systematically related to the quality and productivity of the organization and the needs of employees. Berry (2004) asserts that the quality of service is the philosophy based on the principles of leadership collective spirit of service by providing effective ways to retain customers; ie, it has become the foundation for preserving customer and ensure that it is consistent with those organizations providing a service quality criterion. Under this approach the total and complete user satisfaction is sought; For this, the organization must make significant efforts to meet their needs and expectations. A need is a state of balance between the ideal state (which aspires to have) and the current state (what you have) that occurs by becoming aware of the lack of a good or service, which produces a feeling of uneasiness and tension in the individual, therefore, those needs are the motor nerve for exchange and therefore for marketing.

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A person with a high level of job satisfaction has positive attitudes towards it; a person who is dissatisfied with his position has negative attitudes towards him. When people talk about employee attitudes, most often to refer to job satisfaction. In fact, the two terms are used interchangeably. These attitudes of employees should be considered as requirements of internal customers, to achieve its satisfaction, and one of the highlights in addition to adequate remuneration and distinction, is the opportunity they have to participate in making decisions company and give their views on creativity and innovation. However, when good use of internal marketing is not done, these points are often neglected.

Concept of gender. Spanish Royal Academy (2016) raises the concept of gender as a group to which humans belong to each sex, understood from a socio-cultural rather than purely biological.

Segin, the World Health Organization (2016) Gender refers to the social concepts of roles, behaviors, activities and attributes that each society considers appropriate for men and women. The different roles and behaviors can generate gender inequalities, ie differences between men and women that systematically favor one of the two groups.

For his part, Martinez (2012) raises the gender concept built critically about the sexual role, as a category of relationship consisting of multiple elements with different meanings, although they all have in common to refer to the specific traits and psychosocial characteristics linked to sexual dichotomy.

Although the conceptualization of these authors is different each other, each of which emphasizes the difference between the concept of gender and sex, since, although they are two concepts directly related, the difference between these is very strong.

Gender is socially constructed with characteristics attributed to each sex. Gender is corresponding to sociocultural configured based on sexuality category. Determine actions that a company established on how to act and feel a person depending on whether female or male, and representing some functions attributed and are assumed by women and men differentially.

Research Methodology

The research has a quantitative descriptive scope, with a non-experimental design since none of the variables raised in accordance with the provisions of Hernández, Fernández, and Baptista (2010) was manipulated. The information was collected through a personal survey, at one time, during the months of February to May 2018.

Study subjects were employees of different restaurants Cd. Obregon, a sample not probabilistic for convenience of employees 117 restaurants Cd. Obregon was selected. Are. (Sample of convenience for the low participation of restaurant employees answering the survey was determined).

The instrument applied in this research is a structured and validated with reference to the questionnaire prepared by Torres (2008), which was adapted to specific requirements of this study questionnaire. With respect to the responses to this instrument it is to use a varied response format, which is described below according to block: The instrument consists of 44 reagents which are divided by nine dimensions are: 1. The company 2. The environmental conditions of the job, 3. workplace ergonomics, 4. Integration in the work 5. The relationship with direct or higher boss, 6. labor Correspondence, 7. Partners or colleagues, 8. Salary and 9. Personal satisfaction. Such information support in the definition of employee profile and for measuring variables of study, using Likert scale to determine the position on the items.

Process. the choice of the problem to be investigated was made, considering the variables you defined factors affecting job satisfaction and gender. the population of people working in the restaurant sector of Cd. Obregon, Son was determined. and the selected sample was obtained.

It was just the application of the instrument in the sample selected restaurants.

They were captured and analyzed data collected by the Statistical Package for Social Sciences (SPSS) system, using a T-test to evaluate the 44 items. To assess factors with a Likert-type scale of 1 to 5.

The report with the results found during the investigation developed.

Results

They surveyed 117 employees of 11 restaurants in Ciudad Obregon with an average age of 23 years of which 63% is male and 37% females.

This study presented some aspects that were evaluated in the instrument and considered as most relevant to determine the status of job satisfaction and thereby implement internal marketing strategies.

In the field of integration to the company, it was found that 92% of employees surveyed feel integrated and are an essential part in their work being female staff who strongly agree. 95% know their workplace and their responsibilities to comply female staff being the most known. 82.8% say that companies in which they work provide them training as part of support and training and 8.2% said the opposite.

Opportunity to make decisions.

75% say they have a chance to make decisions in their workplace while 8% cannot, female gender being the one most fully agree.

Routine tasks. 73% of restaurant employees responded that the tasks performed at work are routine, while 27% are neither agree nor disagree that they are routine. Female gender being the most agree, this can be explained by the nature of the activities performed in the restaurateur industry.

Opportunity to be creative and innovative

71% of respondents agree that they have the opportunity to be creative and innovative in the company where they work, while 12% disagree and 17% are neither agree nor disagree.

Existence of inputs and tools to do the job: To do the job safely, effectively and correctly, it is necessary to have inputs and adequate and appropriate tools for the task. Given this 85% of staff interviewed they think that if they have them and 16.5% said not having them. Being the tendency to be moderately agree with this.

Staff that works is very similar: In this respect 80% responded that the staff work is totally similar, 7% disagree and 13% are not in favor or against.

The work done is not stressful: Of employees surveyed 57% said they found his stressful job, while 15% say it does not seem stressful and 28% disagree or against, so you could say that the position really going to neutral opinion, being the female gender, which is more stressful your job.

Motivating and encouraging immediate boss In this study 78% of the staff surveyed responded that the boss is motivating and encouraging causing a positive impact for these organizations.

There is good working relationship with the immediate boss: 84% of employees surveyed responded that there is a good relationship with the immediate boss while 16% said no.

Appropriate work schedule: 89% said their work schedule is right for their activities.

Collaborative work environment: 89% responded that collaborative working environment is right while 11% said the opposite.

Fellow competent work: The vast majority of respondents said that colleagues with whom they work are fully competent to perform their duties while 2% said they are not and 12% do not agree nor disagree, being the male the which is more totally agree.

Fellow positive work: The vast majority of respondents replied that coworkers who work 81% are really positive, being the male who is most fully agree. A positive working attitude is very beneficial to foster a good working environment and ensure proper development of collaborative work.

Appropriate work load: That work is evenly distributed among workers and in the right measure for each of them according to their skills and abilities; and a workload according to the level of remuneration is an extremely important factor for this work. In this study it was observed in these respects a neutral position, since in all cases the response was 52%.

Recognition of the work: 80% of respondents say there is a recognition of the work while 13% say there is not and 7% do not agree or disagree with that paragraph. Being male who is most fully agree.

Ability to create or take initiative

This section staff responded with 86% that is likely to create or take some initiative in your organization, while 6.2% say they do not exist and 7.2% are not in favor or against being the male who is totally agree more.

Satisfaction path within company: 90% of respondents, responds that he is satisfied with his career within the same, while 10% are not in favor or against.

I desire to change company: In this section we asked the question to respondents want to change the organization where he works, where 50% said that if they wish to do so, while 30% are not interested changed and 20% do not care. It is the male which is fully agree to change.

Conclusion

In the restaurant industry it is paramount to maintaining a good level of job satisfaction among staff at all levels. This is accomplished by stimulating collaborative work, good relationships between employees, superior and subordinate; and to maintain schedules, workloads and freedom of fair and adequate initiative; They are very important factors for motivation, communication and productivity in employees, which will be reflected in the service offered to customers of the company.

The restaurant sector of Cd Obregon, Sonora, is no exception to these practices; where in this study reflect the following:

The sector comprises 117 employees of 11 restaurants in Ciudad Obregon with an average age of 23 years of which 63% is male and 37% females.

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Relationship with superiors is good, and there is a moderate disagreement as to the motivation and leadership of heads, this is an issue that presents an interesting area of opportunity.

As for the work environment they consider it good because thanks to the leader applies the values of the company.

This result shows that within the female gender as faithfully demonstrated the organization in which they work since almost all of them said it is not in their interest to change company, unlike the male, which his great most he opted for a change in their workplace.

Based on the working relationships with both partners as well as higher there is no difference between male and female, as both sexes show a good relationship and a team when carrying out their duties well close communication same

Staff respondent restaurants, there was no difference between men and women based on the conditions in which these organizations are, by launching a similar view in each variables instrument applied, and therefore a job satisfaction for both genres, obtaining a pleasant workplace, directly favoring businesses.

As you can see there are areas of opportunity to implement internal marketing strategies that fidelicen the employee, to enable it to act in a productive collaborative environment and develop their skills and abilities. Therefore in areas where work is needed in relation to salaries and therefore would not choose to pursue other opportunities. It should continue to promote gender equality as internal marketing strategy for the proper development of the work environment, communication and productivity.

By not carried out internal marketing processes within organizations can submit:

There is no empowerment: employees not identify what their role within the company, beyond performing a specific function, you do not feel committed to the organization and growth.

Lack of identity between the company and its employees: ignorance is generating employees around the activities of the company. There is no employee motivation: the lack of employee motivation makes your work become repetitive actions that are not linked to any results, simply respond to independent action.

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