

## CHAPTER V

### CLOSING

This chapter will be providing the conclusion from the findings and discussion of the research which has been shown in the previous chapter which followed by the assessment of the potential limitation in this study and implication for the possible future directions for the research.

#### 5.1 Conclusion

This research was conducted by using quantitative research which involves the primary source of data collection through the hypothesis testing to analyze the effect that one or more variables are influencing the other variables. The survey was conducted to the employees of banks which are operating in Padang City.

The aim of this research is to gain deeper insight concerning the application and influence of internal marketing and employee job satisfaction on banks in Padang City and how these variable influence the employee perceived organizational performance of the employees while employee job satisfaction as the mediating variable. After conducting test in Smart PLS 3.0 and SPSS 25.0 through tests such as; descriptive statistics, measurement outer model (convergent validity, discriminant validity, and reliability test), and inner model measurement (R-Square and T-Test) four hypothesis can be concluded:

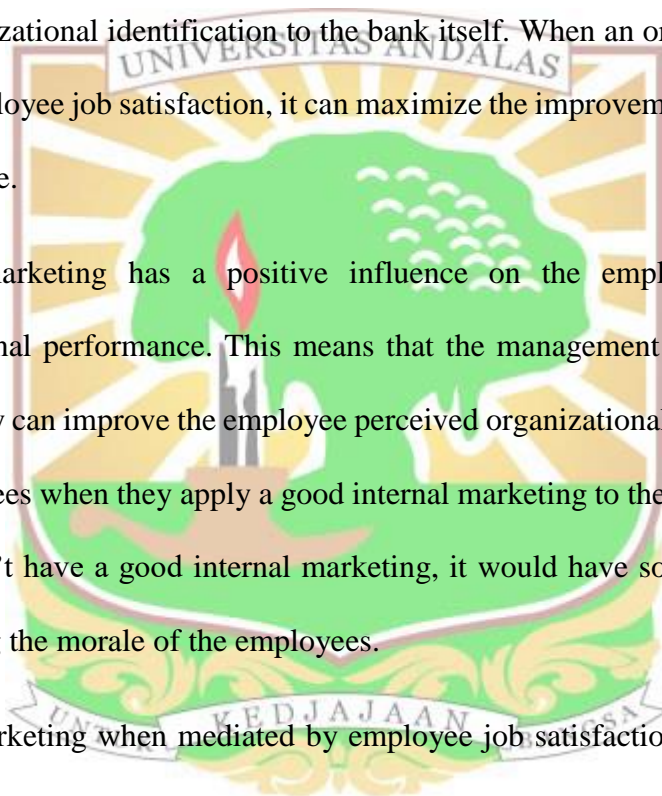
1. From the result of the testing, the internal marketing has a positive effect towards employee job satisfaction. This means that the management in a banks need to

apply a good internal marketing in order to increase the satisfaction of the employees which will increase the morale of the employees.

2. Employee job satisfaction has a positive influence on the employee perceived organizational performance. This means that the employee job satisfaction of a bank in Padang City can improve the employee perceived organizational performance of the employees and overall morale of the employees and increase their organizational identification to the bank itself. When an organization have a good employee job satisfaction, it can maximize the improvement of its overall performance.

3. Internal marketing has a positive influence on the employee perceived organizational performance. This means that the management of the banks in Padang City can improve the employee perceived organizational performance of the employees when they apply a good internal marketing to the organization. If a bank don't have a good internal marketing, it would have some difficulty in maintaining the morale of the employees.

4. Internal marketing when mediated by employee job satisfaction has a positive influence towards the employee perceived organizational performance. When a bank have a good application of internal marketing within its structure, it will tend to have a good employee job satisfaction in order to maintain its employee perceived organizational performance. These banks can try to improve their application of better internal marketing, where the organization can experience



increase in performance, and provide better product image and organizational image.

## 5.2 Implication

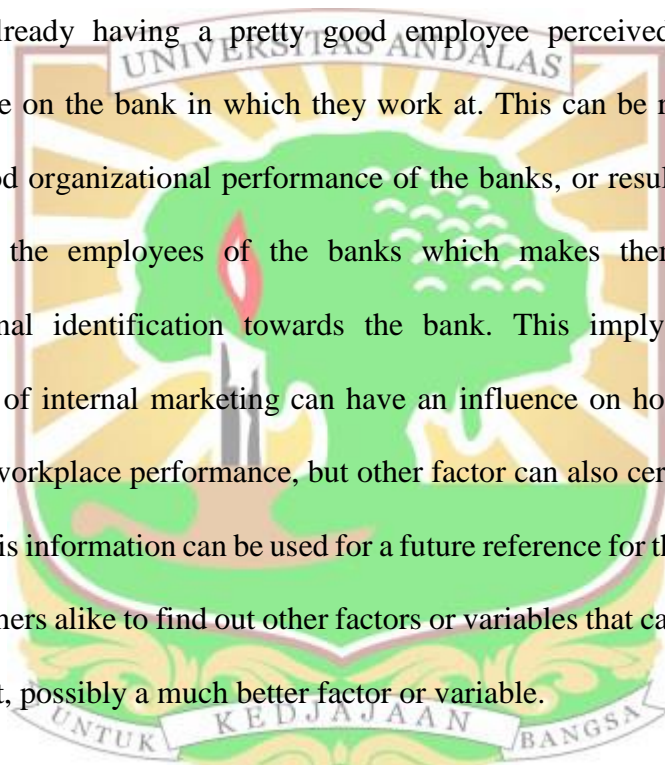
This research have some implications that can be used to improve the understanding in the effect of internal marketing on the employee perceived organizational performance mediated by employee job satisfaction for the banks that are operating in Padang City. All of the hypothesis in this research were found to be accepted, which can be outputted in several implications:

1. The respondents are all can be considered agree on the statement that the bank in which they are working now have already apply a degree of internal marketing in their management structure. This imply that the management of banks in Padang City know about the importance of applying internal marketing into the organization in order to maintain a good working environment. This can be a future reference for the management on how to improve the future internal marketing on the organization or to maintain the already good application of internal marketing depending on the organization's need and condition in the future.
2. The respondents are all agree that they are satisfied on their current job in their own respective bank. This means that banks on Padang City already have a good employee morale in their operation. This can be caused by a good application of internal marketing as the previous point suggested or by some other factors. This information can be used by future researcher in the research in the same area of

management knowledge. This information can also be used by the management of banks to try to find a method or way to maintain or even improve the already good employee job satisfaction.

3. The respondents of this research can be considered as all agree on the statement that the bank in which they currently work on is having a good organizational performance. This means that the employees of banks that operates in Padang City are already having a pretty good employee perceived organizational performance on the bank in which they work at. This can be resulted from an already good organizational performance of the banks, or resulted from a high morale on the employees of the banks which makes them have a high organizational identification towards the bank. This imply that the good application of internal marketing can have an influence on how the employee view their workplace performance, but other factor can also certainly be able to affect it. This information can be used for a future reference for the managements and researchers alike to find out other factors or variables that can be used in this same aspect, possibly a much better factor or variable.

4. All of the information that has been stated above can be used for future reference for management of banks or any kind of organization in order to determine how strong internal marketing can influences other organizational aspects. This information can also be used as a future reference for any future research concerning the same area of knowledge.



5. Based on the results of this research, the management of banks in general should try to implement a good reward system into their human resource element in order to maintain a good morale of the employee as well as to keep the employees motivated.

6. The results of this research suggest that the management of banks should try to communicate their company vision to their employees in order to improve the employee's general motivation and morale.

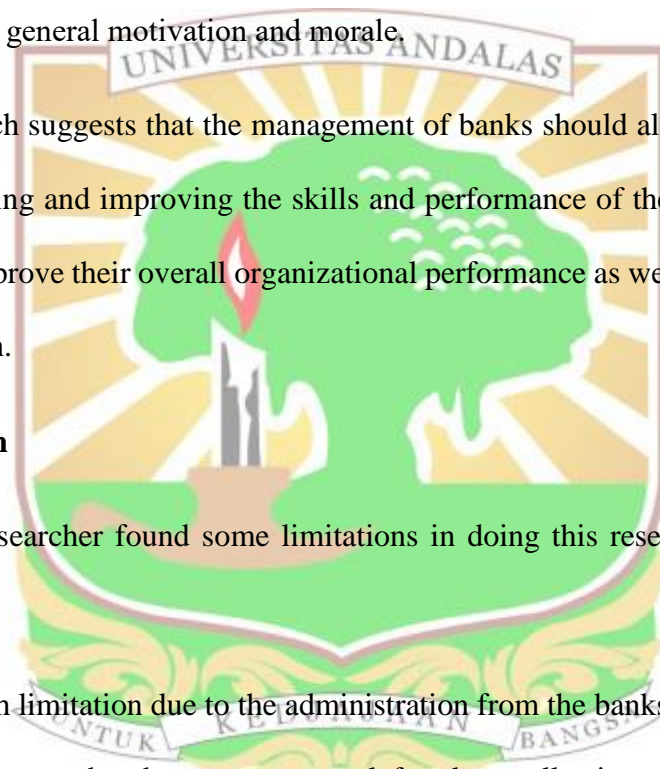
7. This research suggests that the management of banks should always try to keep on developing and improving the skills and performance of their employees in order to improve their overall organizational performance as well as keeping the morale high.

### 5.3 Limitation

The researcher found some limitations in doing this research they are as follows:

1. The research limitation due to the administration from the banks. Some banks in which the researcher has sent proposal for data collection did not give the researcher the permission to gather any data on those particular banks. This limits the scope of the respondents for this research.

2. The time constraint on this research also limits the researcher. Because the research is done not so long period of time, the research may lacks of some depth to it.



3. This research analyze three variables which are internal marketing, employee job satisfaction, and employee perceived organizational performance. While there are already lots of research discussing about these topics, the research in which discuss the specific relationship between these variables in any industry are rather low in number. This means that the researcher needed to compile several past research concerning the topics in order form the hypothesis.

#### **5.4 Recommendation**

1. For any researcher who is interested to do future research in this area of knowledge, it can be suggested to has a much longer time in conducting the research. So that it can has much more depth and can give a much better insight on the topic.
2. Future research can be done in other cities or province in Indonesia or maybe in other countries altogether. With that, there will be much more coverage to give much better information in this particular of area of knowledge. Also, the research maybe can be conducted on a much bigger sample.
3. Future research should try to add and use different variables and combine those with the ones that was used in this research. As internal marketing does not only affect the two variables that were analyzed in this research.
4. Future research may use different indicators in doing the research. That way, it will give deeper insight and give more coverage on things that did not analyzed in this research.

