ABSTRACT

This study aims to examine the effect of internal marketing on customer orientation with job satisfaction as a mediating variable among lecturers and education staff at Universitas Dharma Andalas (UNIDHA) Padang. An explanatory quantitative approach was used with a saturated sample technique. Based on the returned questionnaires, 125 respondents participated, comprising 97 lecturers and 28 education staff. Data were collected using questionnaires and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) via SmartPLS software. The results showed that internal marketing had a positive and significant effect on both customer orientation and job satisfaction. In addition, job satisfaction had a positive and significant effect on customer orientation. Job satisfaction was found to partially mediate the relationship between internal marketing and customer orientation. The implication of this study highlights the importance of higher education institutions implementing strong internal marketing practices, such as career development, supportive leadership, and equitable rewards, to increase employee job satisfaction which directly leads to an optimal service orientation for students.

Keywords: internal marketing, job satisfaction, customer orientation, higher education

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh internal marketing terhadap customer orientation dengan job satisfaction sebagai variabel mediasi pada dosen dan tenaga kependidikan di Universitas Dharma Andalas (UNIDHA) Padang. Pendekatan kuantitatif eksplanatori digunakan dengan teknik sampel jenuh. Berdasarkan kuesioner yang terkumpul, diperoleh 125 responden yang terdiri dari 97 dosen dan 28 tenaga kependidikan. Data dikumpulkan menggunakan instrumen kuesioner dengan Skala Likert dan dianalisis menggunakan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM) melalui perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa internal marketing berpengaruh positif dan signifikan terhadap customer orientation dan job satisfaction. Selain itu, job satisfaction juga berpengaruh positif dan signifikan terhadap customer orientation. Temuan penting lainnya adalah job satisfaction secara parsial memediasi hubungan antara internal marketing dan customer orientation. Implikasi dari penelitian ini menyoroti pentingnya institusi pendidikan tinggi untuk menerapkan praktik pemasaran internal yang kuat, seperti pengembangan karir dan penghargaan yang adil, guna meningkatkan kepuasan kerja pegawai yang bermuara pada orientasi layanan yang optimal bagi mahasiswa.

Kata Kunci: internal marketing, job satisfaction, customer orientation, perguruan tinggi