

Using Internal Marketing to Investigate Nursing Staff Job Satisfaction and Turnover Intention

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Abstract : In recent years, nursing staff's lower job satisfaction has led to higher turnover rates, and high turnover rates not only cause medical institution costs to increase but also the quality of medical care to decrease. From the perspective of internal marketing, institution staffs are internal customers, and institutions should focus and meet the needs of staff, so that staff will strive to meet the needs of external customers and provide them with the required care. However, few previous studies have investigated the impact of internal staff satisfaction on external customers. Therefore, this study aimed to conduct job satisfaction surveys on internal staff to investigate the relationship between job satisfaction and quality of medical care through statistical analysis of the study results. The related study results may serve as a reference for healthcare managers. This study was conducted using a questionnaire and the subjects were nursing staff from four hospitals. A total of 600 questionnaires were distributed and 577 valid questionnaires were returned with a response rate of 96.1%. After collecting the data, the reliability and validity of the study variables were confirmed by confirmatory factor analysis. The impact of internal marketing and job satisfaction on turnover intention of nursing staff was analyzed using descriptive analysis, one-way ANOVA, Pearson correlation analysis and multiple regression analysis. The study results showed that there was a significant difference between nursing staff's job title and 'professional participation' and 'shifts'. There was a significant difference between salary and 'shifts' and 'turnover intention', as well as between marriage and 'remuneration' and 'turnover intention'. A significant difference was found between professional advancement and 'professional growth' and 'type of leave', as well as between division of service and 'shifts' and 'turnover intention'. Pearson correlation analysis revealed a significant negative correlation between turnover intention and 'internal marketing', 'interaction', 'professional participation', 'grasp of environment', 'remuneration' and 'shifts', meaning that the higher the satisfaction, the lower the turnover intention. It is recommended that hospitals establish a comprehensive internal marketing mechanism to enhance staff satisfaction and in turn, reduce intention to resign, and the key to increasing job satisfaction is by establishing effective methods of internal communication.

Keywords : internal marketing, job satisfaction, turnover intention, nursing staff

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