

Internal marketing in small and medium size companies in the health service sector of Barranquilla (Colombia)

Autores

Payares Karen M, Parra Margel Alejandra, NAVARRO EVARISTO, Naranjo Oscar.

Abstract

The internal marketing in small and medium-sized companies of the health sector in Barranquilla is analyzed, using a deductive methodological approach, a quantitative paradigm and a non-experimental field design. A survey is used as technique for collecting information, using a scale Likert type questionnaire, which applied to 16 people belonging to the customer service of the company being studied. The collected data were processed through factor analysis, identifying that the company understood as the product represents the the highest factorial load with 89%. It is concluded that in the application of internal marketing in the health sector strategies, employment stability, system of rewards, and communication tools, have a positive influence to achieve a motivated, satisfied and loyal workforce. For this reason, maintaining strong organizational links today is a challenge for company leaders.

Palabras clave

Internal marketing, marketing, health sector, employment stability, SMEs