

Modelling the relationships between internal marketing factors and employee job satisfaction in oil and gas industry

Abstract

Employees have long been playing the pivotal role in service organizations to achieve a success-oriented goal. The oil and gas industry is included in the high rising sectors in the world's economy. Due to economic turmoil in this sector, a fear of being laid off remains in an employee's mind. Thus, the goal of this study is to assess the impact between internal marketing factors (e.g., extrinsic and intrinsic employee rewards, leadership, internal communication, and training and development), and employee job satisfaction in the oil and gas industry. There were 215 complete and usable questionnaires received, and the answers varied among the demographic and functional designation within the oil and gas industry. Multiple regressions were utilized for analysis of data. Results revealed that internal communication is recognized to have the strongest affect on employee job satisfaction in the oil and gas industry. Organizations must emphasize on communicating to all level of employees by setting clear directions and key priorities in the organization, provided that the communications are not misled through upward and downward streams. Furthermore, organizations are to create a space for employees to give clear instructions via e-mail, paper, telephones, and face-to-face communication. A management can utilize the research results by conducting such internal marketing practices to keep their top rated employees within the organization.