

The impact of internal marketing dimensions in enhancing job involvement

Case study assurance agencies of chlef city.

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Abstract

We aim through this study to find out the impact the Internal marketing in ameliorating and enhancing the job involvement in services sector. Our study has been implemented in assurance agencies of chlef city. Through disturbing a total of 60 survey. For group data. 30 has been successfully retrieved to be analyzed. Using spss statistic program for accurate result. After analyzing the data, we found that there is a significant positive correlation between internal marketing and job involvement, as a result, we can't neglect the importance of internal marketing on job involvement effect; that can positively lead the organizations to improve and success.

Key words: internal marketing, job involvement, services sector, assurance

Jel Codes classification: I83,M15,I18,Q48

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أثر أبعاد التسويق الداخلي في تعزيز الاستغراق الوظيفي دراسة حالة وكالات التأمين لولاية الشلف

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ملخص

تهدف من خلال هذه الدراسة إلى التعرف على دور التسويق الداخلي في تنمية وتعزيز الاستغراق الوظيفي بقطاع الخدمات، إذ حيث أجريت هذه الدراسة على عينة من وكالات التأمين التابعة لقطاع الخدمات بولاية الشلف، من خلال توزيع لمجموع 60 استبانة، من أجل جمع البيانات وتحليلها، ليتم استرجاع 30 استبانة قابلة للتحليل، وبلاستعانة لبرنامج الاحصائي spss، تمكنا من الحصول على نتائج دقيقة، وبعد تحليل البيانات، وجدنا أنه هناك علاقة إيجابية بين التسويق الداخلي والاستغراق الوظيفي، لذلك لا يجب إهمال دور التسويق الداخلي في تنمية الاستغراق الوظيفي، لما له من أثر إيجابي على نجاح المنظمات وتطورها.

الكلمات المفتاحية: التسويق الداخلي، الاستغراق الوظيفي، قطاع الخدمات، وكالات التأمين.

التصنيف: I83, M15, I18, Q48

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Introduction

Now days business environment is characterized by technological speed and stopples innovations, therefore, these changes play a significant role in dominating the organizational strategies formulation, in other hand, the organizations need to recognize how does the internal performance contribute improving its external performance, since the main objective of any organization is achieving a high level performance, then it needs to give a special care to its employees, because the human resource is considered as the backbone of any organization and its performance. in this context the concept of internal marketing has appeared to be a transformational point of how the employee should be seen.

Berry was among the first researchers, who carried about this term, by presenting his famous theory (happy employee equal a happy costumer), this was the beginning of the root toward adopting the internal marketing concept in organizations, focusing on treating the employee as an internal costumer, and try to gain his trust. so, this will be a competition advantage for these organizations.

And through a real implementing of an internal marketing strategy in organization. the employee will be satisfied and happy, as a result this will enhance his involvement toward his job. Job involvement is working on lowing turnover rate, so that the organization will keep its good image. Also, an employee involved to his job will always try to find better ways to contribute increasing his productivity with a high quality.

To details more in this research, we proposed the principal question as follow:

- What is internal marketing? and how does it contribute enhancing job involvement of chlef assurance agencies?

Depending on the principal question we formulated the sub-questions as follow:

- Do chlef assurances agencies adopt internal marketing strategy?
 - Which of the internal marketing elements contributes more enhancing job involvement?
 - Is there a positive relation between internal marketing with job involvement at $\alpha=0.05$?
- There is no positive effect of teamwork on job involvement at $\alpha=0.05$.

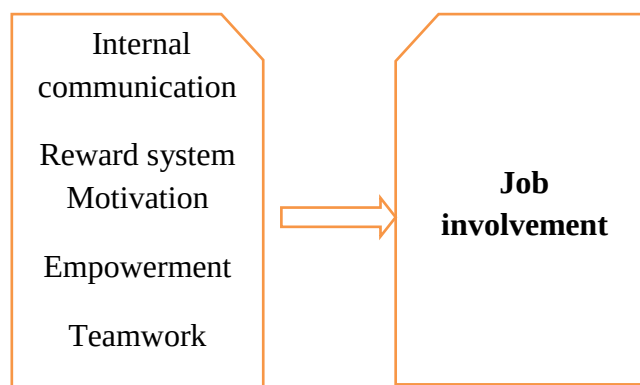
Importance of study:

Since, the main internal marketings target. is satisfying employees, and seek their involvement to their jobs. we made this study. So, its importance is shown through identifying the internal marketings element's role in enhancing the job involvement, in order to ameliorate and improve their performance in the organization. To achieve it's, gaols, as a result.

aims of study:

- Touch upon the concept, of internal marketing and job involvement.
- Identifying the role of internal marketing in improving the job involvement.
- Summarizing this research by giving advice and propositions to the agencies for better implementing internal marketing strategies. To create a positive organizational culture that enhances the job involvement.

Model of study



we shed light in this study about the role of internal marketing enhancing the job involvement in assurances agencies, we devised the dependent variable (internal marketing on 4 dimensions) and **we have the independent variable the job involvement.**

I. Literature review

I.1 Internal marketing

The term internal marketing has been appeared in fifties of the last century defining the different mechanisms of dealing with the employees according to it's main principal which is considering employees and treat them as internal costumer_need to satisfy them. Due to the sensitivity and complexity of service sector, IM as a theory has been presented and proposed by many researchers and scientists to get over the challenge of delivering high-quality service, that the service organization usually faces, attempting to keep its costumer and attract new ones to Berry's original views, IM is used by an organization to achieve satisfaction of internal (employees) and external users (ruzic, banaazic, & dolenc, 2013). The idea of internal marketing is unspoken as the procedure of create, uphold and rising relations among employees, organization, and the association for the reason of making better worth for clients (Abbas, Afshan, ul Haq, & Asl, 2018) George and Gronroos. opined that internal marketing concept is recognized as a philosophy or a mechanism for managing the organization's human resources based on a marketing orientation (A. AMANGALA & FRED WALI, 2013), since its first appears the internal marketing has always focuses, on motivating and encouraging employees toward achieving the organization goals, also inter functionally coordinating in order to overcome resistance to change is one of main purposes of internal marketing. as a result, enhancing costumer orientation and, motivate employees toward delivering high quality service, which could satisfy costumer (Aamir Abbas & Tayyeb Riaz, 2018). Thus, to say that the internal marketing program is significantly implemented, it must be surrounding of many points such as:

- identifying the nature of employees' needs and wants, in other word, internal marketing's main purpose is create provided environment of comfort, that allows employees expressing all their wants and need, to be satisfied using human resource policies.
- Identifying how the needs of different groups of employees differ from one to an other.

- Innovating a special structure for organization, that enable it to become the best choice of most talented employees, available in labour markets. And select whom's characters correspond its conditions. (Sanchez-Hernandez & Grayson,, 2012)

Berry and Parasuraman (1991) also defined internal marketing as the process of “attracting, developing, motivating, and retaining qualified employees through job-products that satisfy their needs. (Ainsworth , Albassami, & Al-Meshal, 2016) Business organizations realized that finding a competitive advantage is based on investing in organization's human resources; so internal marketing commences when the organization recruits the right people in the position to guarantee the achieve the point where these employees are satisfied and willing to do their job and accomplish customer satisfaction (Anber Abraheem, 2020) Christopher Payne, and Ballantyne point out that internal marketing involves communication, responsiveness, and consistency in matters related to dealings with employees, due to the high level of contact between service staff and customers. High employee satisfaction naturally enhances the willingness of employees to make the efforts required to satisfy customer needs. This is evident in the aphorism ‘satisfied employees lead to satisfied customers (Chena & Wub, 2014).

I.2 Job involvement

So many theories have been given to help in increasing productivity in work, due to its importance, as result the concept of job involvement had appeared so that the employee needs to feel so attached to his job.

Job Involvement refers to the sense of responsibility and commitment thereby engendered (Amah & Ahiauzu, 2011) also job involvement related to the authority provided by organization to employees in order to participate in making decisions within this organization

Lodahl and kejner defined “ Job involvement as the degree to which a person is identified psychologically with his work in his total self-image”. (arvindrai n, 1989); also Dubin has given an other definition to job involvement (1956, 1968) as the degree to which the total job situation is a "central life interest," i.e., the degree to which it is sensed to be a main source for the satisfaction of important needs (S. D. & HOSEK, 1976); others have recognized job involvement and called it by other names, but defined the concept very similarly. In Allport's (1941) treatment of the psychology of participation, ego involvement was defined as the situation in which the person "engages the status-seeking motive" in his work. (The person is of course self esteem self-esteem as well as the of others). (t.m & m, 1965)

according to this series of definitions we can say that a job involved employee is specifies to whom characterized of their attachment to their jobs. Also, it describes person as one for whom work is a very important part of life (a "central life interest," Dubin, 1956), and as one who is very much personally affected by his whole job situation: the work itself, his coworkers, the company, etc. on the contrary a non-involved person describes employee gives priority to their life against their jobs. Work is not as important a part of his psychological life. How important is your job? How central a part of your life is it? How intensely are you involved with you job? (de leon, 1993) these are the three main questions for best measurement of job involvement. Job involvement describes an Individual's ego involvement with work also it defines the degree to which an individual identifies psychologically with her his work

job involvement could be viewed of two perspectives, first when viewed as a wed as an individual difference variable, each individual in organization is characterized of specific characteristics that identify his needs and wants, such age, sex and education...etc. which should be taken in consideration at meeting these needs, to enhance his job involvement , The second perspective, is based on job's ccircumstances, means that conditions or characters of job plays a significant role in identifying the degree of individuals job involving. (Chughtai, 2008). Also, Lodahl and Kejner have explained in their study the real pointe of the tow job involvement perspective so they said “that from an organizational perspective, job

involvement is regarded as key to enhance employee motivation and from individuals' perspective, job involvement is seen as factor contribute to increase employee satisfaction and motivation of self improving skills and knowledge, which will lead to goal-directed behavior" (hanissah, nazlina, & norsiah, 2017)

II. hypotheses development

II.1 internal marketing dimensions

depends on the previous literature and studies which showed that the main purpose of the internal marketing is considering employees as internal costumers. needs to be satisfied in order to push them toward the service culture. For best quality service. In this field and regarding to this valuable concept. so many researchers have proposed elements that contribute in best internal marketing implementation in organization. And as follow we cited the elements will be studied in our study.

II.1.1 Internal communication

Internal communication, often perceived as a synonym for intra-organizational communication, is quite often equated with employee communication (Tkalac Vercić, Vercić, & Sriramesh, 2012). internal communication refers to the ability of an organization keeps on touch with its employees through its communication system, moreover the growth of this organization in size and its broadening across boarder and time and zone, requires of it to design an effective communication program. as a result. The internal communication program in a big size organization is not the same within small one, which helps the organizations achieve its goals, since the information is very necessary in making important decisions. (Adam & Kartikawangi, 2018) In the case if the organization was small or medium size the internal communication within is easy to control, in contrast with a very big organization demand a director and a stuff to achieve a better internal communication inside in this organization. Internal communication as a tool within the organization, working on better information deployment among employees, by providing them with all detail about the organization (vision, goals, strategy....) regarding to the importance to such information in better job performance.

H1: there is a positive effect of internal communication on job involvement at $\alpha = 0.05$

II.1.2 Empowerment

Empowerment is a transfer of authority and power, to employees in order to participate in the information spreads and knowledge which are provided by the organization through the databases, also an empower employee has the right to take part in decision making when it comes to a problematic situation. (Areiqat & Zamil, 2011), the term empowerment generally indicates providing the employees, of power in order to act the way they see it right, when it comes to their jobs, basically an empowered employee take it as a personal responsibility for better performing and increasing productivity. (Marghany, 2015) Empowerment is explained by researcher in two ways: situational approach (SA) and the psychological approach (PA). situational approach concerns of allowing to employees engaging in decision making based on the authority given by the higher-level management to the employees in organization, The psychological approach, focuses more on the empowerment as different psychological cognitions that contribute to improved intrinsic motivation (Abraiz, 2012), the empowerment (give an employee the power) is an effective tool for the organization to increase the job satisfaction within, since he feels free to express his opinion, and making important decision, he will perform in a creative and innovative way.

H2: there is no positive effect of empowerment on job involvement at $\alpha=0.05$ **II.1.3 Reward system and motivation**

taking in account all employees categories and perspectives, in designing the reward system in organization, is a core factor of enhancing the job involvement within. regarding to its importance. Especially now days competitive environment, since the employee will always search where he could be appreciated and valued, the organization needs to satisfy him by designing an affective reward system, and motivate him for better performance and productivity. **Deeprise** (1994) said that positive correlation between reward system and motivation and also described that effective reward system is very important for company because effective rewards can help to achieve the business objectives

by attracting and retaining effective employees. Effective motivation increases employee productivity. (Muhammad Shafiq & Akram Naseem, 2011). it should be noted that the main reason behind the failure or the success of any organization, is the performance of its employees, since the productivity and the engagement of employees could be identified based on the reward and motivation system he gets provided of. It is progressed within the organization's reward philosophy, and policies, and includes agreements in the form of processes, structures and procedures which will provide appropriate types and levels of pay, and other forms of reward. (Güngör , 2011) motivation is a psychological process that origin the stimulation, direction and persistence of behavior (Kanesan bin Abdullah, Raj A. Arokiasamy, & Tat and, 2013). Predicated on the definition of Sajjad (2013), where he suggested the motivation as a raison of enhancing employees to show some positive behaviour. or we can say motivation is work force contribute to achieve the target of organization (A. Din, Nisa Shahani, & Baloch, 2021)

A motivated employee is an effective input for any organizational system, that could be depended on. to stay in competition, develop and improve the performance of this organization.

H3: there is no positive effect of motivation and reward system on job involvement at $\alpha=0.05$.**II.1.4 Teamwork**

Since the organization supports working on team, and recognise it as a part of its organizational culture, then the employees themselves will work together and each one of them will do his best to contribute to the success of this team, with the exchanging respect and new idea. Which will enhance the feeling of being an important part of this team.

Early efforts in understanding team effectiveness tended to focus how team input (e.g task design, individual characteristics and team characteristic) affected team outputs (e.g performance, satisfaction) (salas, shawn , & janis, 2000)

So team work is a an open space where different types of staff work together to share expertise, knowledge, and skills (Nancarrow, 2013), also for improving interpersonal relations and social interactions, team building has evolved to also include a concern for achieving results, meeting goals, and accomplishing task (Xyrichis & Ream, 2008).

H4: There is no positive effect of teamwork on job involvement at $\alpha=0.05$.

III. The study:

III.1 Methods:

The developed this study's questionnaire according to on pervious studies, using the quantitative method in order to collect data in numerical form. The purpose of this method is establishing a statistical relationship between the variables; therefore, this study concerns the effect of internal marketing on job involvement. By disturbing the questionnaire has been developed, in the assurance's agencies of chlef city

III.1.1 Population and sampling design

The population in this study is the employees of assurances agencies.

III.1.2 Sample of study

The total of questionnaires disturbed in assurances agencies in chlef city was 57, 38 of them were successfully returned, and after the data treating 8 of theme deleted because it was not complete finally 30 questionnaires were good for analyzing in this study.

III.1.3 Reliability:

Cronbach's alpha is a reliability coefficient measures the internal consistency of the items of survey, Cronbach's alpha is wedged between 0-1, moreover Cronbach's alpha proximity to the 1 indicates a high agreements between items of the survey.

Table n° 1: Reliability

Construct	Cronbach's Alpha
Internal marketing	0.93
Job involvement	0.87

made by researcher based on Spss output

in this study Cronbach's alpha is more than 0.70, and closer to 1 so the tool of this study could be accepted to analyze.

Table n° 2: Validity

Construct	Items	sig	Correlation of item to total
Internal communication	IN(1)	0.000	0.814
	IN(2)	0.000	0.618
	IN(3)	0.000	0.654
	IN(4)	0.009	0.468
	IN(5)	0.000	0.847
Motivation	MO(1)	0.000	0.667
	MO(2)	0.000	0.823
	MO(3)	0.000	0.720
	MO(4)	0.001	0.561
	MO(5)	0.003	0.721
Empowerment	EM(1)	0.000	0.842
	EM(2)	0.000	0.683
	EM(3)	0.000	0.617
	EM(4)	0.022	0.416
	EM(5)	0.000	0.717

Teamwork	TW(1)	0.039	0.379
	TW(2)	0.004	0.507
	TW(3)	0.001	0.569
	TW(4)	0.000	0.615
	TW(5)	0.000	0.598
Job involvement	JB(1)	0.118	0.291
	JB(4)	0.001	0.561
	JB(3)	0.001	0.571
	JB(4)	0.001	0.709
	JB(5)	0.000	0.689
	JB(6)	0.004	0.509
	JB(7)	0.002	0.536
	JB(8)	0.000	0.619
	JB(9)	0.039	0.378
	JB(10)	0.002	0.553
	JB(12)	0.000	0.739
	JB(13)	0.000	0.676
		0.013	0.448

**correlation is significant at the 0.01 level Source

made by researcher based on SPSS output

III.1.4 sample (respondents) characteristics

the table bellow represents the general information about the sample frequencies and percentage (gender, educational level....) male experience

table n° 3: sample (respondents) characteristics

Characteristic	Categories	frequencies	Percent
Gender	male	20	66.7%
	female	10	33.3%
	Total	30	100%
Age	Less than 25 years	00	00%
	Form 25 years to 40 years	15	50%
	40 years or more	15	50%
	Total	30	100%
Educational level	High school and less	6	20%
	Licence	13	43%
	Master	10	33.3%
	PhD	1	3.3%
	Total	30	100%
Experience	Less than 6 years	3	10.0%
	From 6 years to 15 years	17	56.7%
	15 years or more	10	33.3%
	Total	30	100%

Made by researcher based on spss output

The table -3- shows the sample respondents characteristics which was characterized as follow: 66.7% represents males, while females reached 33.33%, which shows the dominated of male at this study's sample, moreover, the age of the respondents is 50% for category of {from 20 to 40} and 50% for more than 40 years. therefore, concerning the educational level which was devised based on statistics to three parts, the first one represents license as a higher percentage of respondents reaching 43% than we have master degree of 33.3%, in the third rank we have the high school and less level with percentage of 20% and last we have the PHD degree of 3%. And about the experience, we found that respondents have good experience at their jobs, regarding to the statistics most of respondent experiences is more than 6 years, while only 10% is less than 6 years, and 56.7% is from 6 years to 15years and in last we have 33.3% is for more than 15years.

IV. results and discussion:

IV.1 analyzing of the independent variable internal marketing

table n° 4: items analyzing of the first-dimension: internal communication

Items	Mean	Standard deviation (SD)
The agency insists on providing all employees of all information in short time	3.73	1.20
The agency selects the communication channels that offer a high information delivery and ensure the access to the information by the employee	4.00	0.91
The agency invents a significant effort to communicate her employees by organizing a frequencies meeting with them	3.53	1.13
The agency uses the most modern communication tools in order to address her messages in a clear way	3.77	0.85
The agency works on creating an environment, that allows the employees to propose their idea without barriers	3.53	0.93
Internal communication	3.71	0.80

Made by researcher based on spss output

Table -4- shows, the respondents answers about internal communication, and we can observe that it obtained high degree of acceptance, according to their answers, emphasizing by the scale of the study, since the mean of the internal communication items have reached 3.71 with standard deviation of 0.80. therefore, the item of “the agency uses the most modern communication tools in order to address her messages in a clear way” has came on the top of the items with mean of 4.00 and standard variation of 0.91, and this justifies how does the

agency believes on the importance of having effective tools and methods to communicate its employees and provide them of information, which contribute itself the success of the communication system, as a result.

Table n° 5: Data analyzing of the second-dimension the reward system and motivation

Items	mean	Standard variation
The recent reward system of the agency enhances the performance of the employees	3.47	0.89
The agency takes in consideration the needs and the wants of the employees in designing her reward system	3.47	0.92
The agency clarifies the rewards distribution way within	3.80	0.74
The reward system of the agency contributes in enhancing the employees to work in team	3.60	0.80
The agency follows a faire rewards system distribution	3.30	0.88
Reward system and motivation	3.52	0.80

Made by researcher based on spss output

Based on the table 5 which represent the respondents answers, we can say that employees feel satisfied of the reward system in the agency. Moreover, they are well motivated in their job, since the mean of its items is 3.52. which represents a high degree of acceptance. the agency clarifies the rewards distribution way within has cam in the first rank with mean of 3.80 and standard variation of 0.92. then the term the reward system of the agency contributes in enhancing the employees to work in team with a mean of 3.60 and standard of 0.80, and in the last rank the term the agency follows a fair reward system with a low level 3.30 with variance of 0.88, then the agency needs to be more faire in reward distributing to don't lose its employee's trust.

Table n° 6: Data analyzing of the third-dimension empowerment

Items	Mean	Standard variation
My supervisor enhances my confidence in order to take right decision about my job	3.97	0.89
My supervisor empowers me to propose all thoughts I have without limits	3.97	0.92
My supervisor always appreciates me for my extra efforts when i do my job	4.00	0.74
I am capable of caring the responsibility about any fail in taking a decision concerning my job	3.97	0.80
The no barriers environment I work within helps me to turn all opportunities into strength points in the agency	3.90	0.88
Empowerment	3.96	0.68

Made by researcher based on spss output

The table 4 shows that the empowerment plays an importance role in the agency according to responses of the employees, and the term of My supervisor always appreciate me for my extra efforts when i do my job ranked at first with a mean of 4.00 and standard variation 0.70, then the term I am capable of caring the responsibility about any fail in taking a decision concerning my job With a mean of 3.97 and variance standard of 0.80, to be followed by the term My supervisor enhances my confidence in order to take right decision about my job with mean of 3.97 and a standard

variation 0.89, and in the last rank came the term The no barriers environment I work within helps me to turn all opportunities into strength points in the agency with a mean of 3.90 and a standard variation of 0.88.

Table n° 7: Data analyzing of the fourth-dimension teamwork

Items	Mean	Standard variation
the agency encourages employees to work with spirit of a team	3.87	0.97
I feel that i am respected while working with team	4.37	0.71
I feel that i am an important part of my team work	4.23	0.67
I have fun working with team work	4.17	0.79
I work with a team caring nice feeling to each other and working together without barriers	3.83	0.68
Team work	4.1	0.57

Made by researcher based on spss output

According to the table 4, the respondents prefer to work in team, and this what do justify the high-level responses of employees, starting with “I feel that i am respected while working with team” reaching mean of 4.37 and standard variation of 0.71, then the term “I feel that i am an important part of my team work” came next with a mean of 4.23 and a standard variation of 0.67. in the last rank we have I work with a team caring nice feeling to each other and working together without barriers with a mean of 3.82 and standard variation of 0.68, In general, the agencies support working on team.

IV.2 analyzing of the dependent variable job involvement

Table n° 8: Data analyzing of the dependent variable the job involvement

Items	Mean	Standard variation
my recent job provides me with all my wants and needs	3.00	1.11
I spend all time thinking of my job even after i finish it	3.37	1.03
The employees in the agency have a special care so that they feel happy doing their jobs	3.23	0.89
My job is a very important part of my personal life	3.97	0.80
I am strongly connected to my job that it is so hard to break this connection	3.57	1.00
My strong relation with my job pushes me to do it in a perfect way	4.27	0.82
I feel happy when I do my job	4.30	0.65
I always feel that I am motivated to do my job	3.50	0.86
I easily adapt with changes that happen in my job	4.07	0.74
I like to be different and special when I do my job	4.37	0.76
I strongly contribute way in satisfying the costumer	4.27	0.58
I always improve my skills to do my job in a perfect way	4.50	0.50
I have the skills of using new technology to give an additional value to my job	4.20	0.80
I have the capability of effecting positively on my teamwork	3.97	0.92
I give my time an importance and manage it in good way	4.23	0.77
Job involvement	3.92	0.46

Made by researcher based on spss output

According to the table -8- which represents the answers of the respondents about the dependent variable (job involvement), according to their answers, the employees are positively linked to their jobs, and this appears through the responses high level median based on the scale of the study, since the mean of job involvement terms reached 3.92 and standard variation of 0.46, starting with term “I always improve my skills to do my job in a perfect way” with a mean of 4.50 and standard variance of 0.5, this is a high degree of acceptance which means that since the employees are so attached to their jobs, they feel that searching for new better methods to do their job is a responsibility should be cared, then we have the term “I like to be different and special when I do my job” with a mean of 4.30 and variance of 0.76, then the term “I feel happy when I do my job” with a median of 0.65, and in the third rank we have the term I strongly contribute in satisfying the costumer with a mean of 4.30 and standard variance of 0.58, in next rank we have the term “My strong relation with my job pushes me to do it in a perfect way” with a mean of 4.27 and standard variance of 0.82, in final rank we have my recent job provides me with all my wants and needs with mean of 3.00 and standard variance of 1.11, as a result the agencies needs to keep their employees involved to their jobs so that they will contribute in achieving the goals of these agencies.

H0: there is no positive relation between internal marketing and the job involvement at $\alpha 0.005$

H1: there is a positive relation between internal marketing and job involvement at $\alpha 0.005$

Table n° 09: results of sample regression anlysis test of internal marketing affect on job involvement

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,601	,392		4,084	,000
	Internal marketing	,606	,101	,750	5,993	,000

a. Dependent variable: job envolement

Made by researcher based on spss output

The measurement effect of the internal marketing on job involvement in our study is based on the simple regression linear model which appears in the table $Y = 1.601 + 0.606X$, and since the coefficients of the internal marketing β is positive then we can say that there is a positive relation between the independent and the dependent variables, when the internal marketing change of one unit the dependent variable change with 0.606.

α test: α represented as t in table valued by 4,084 with sig of 0.00 less than sig < 0.005 depended in our study, and based on this we can refuse the H0 which says that there is no positive effect of internal marketing on job involvement.

β test: β represented as t table, valued by 5,993 with sig of 0.00 less than sig > 0.005 depended on our study, and based on this we can refuse the H0 which says that there is no positive effect of internal marketing on job involvement

Table n° 10: One way anova indicate the value of F calculated as

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,043	1	4,043	35,913	,000 ^b
	Residual	3,152	28	,113		
	Total	7,195	29			
a. Dependent Variable: job involvement						
b. Predictors: (Constant), internal marketing						

Made by researcher based on spss output

Table n° 10: Hypotheses tests:

Hypotheses	β	t	sig
IN>JI	0.413	4.726	0.00
RS&MO>JI	0.452	7.360	0.00
EM >JI	0.464	4.393	0.00
TW>JI	0.507	3.351	0.00

Made by researcher based on spss output

H1: specifies that the internal communication has positive effect on job involvement, this hypothesis is proved by (β 0.413, sig 0.00) as a result hypotheses is proved

H2: specifies: specifies that the internal communication has positive effect on job involvement, this hypothesis is proved by (β 0.452, sig 0.00) as a result hypotheses is proved

H3: specifies: specifies that the internal communication has positive effect on job involvement, this hypothesis is proved by (β 0.464, sig 0.00) as a result hypotheses is proved

H4: specifies: specifies that the internal communication has positive effect on job involvement, this hypothesis is proved by (β 0.507, sig 0.00) as a result hypotheses is proved

V. Discussing results and finding:

According to the study that we released, we found out that there is a positive effect of internal marketing on job involvement in the assurance's agencies. Proving that the internal marketing contributes in enhancing the job involvement, to increase the employees' productivity as a result, that's why the assurances agencies try hard to adopt the internal marketing strategy as we have seen in this study, regarding to the important role that the internal marketing plays in job involvement.

We also proved that all the elements of internal marketing, without except have an effective role in job involvement at the assurances agencies according to the statical results we obtained,

- **The internal communication** in the agencies is highly effective, in deploying the information within, between the employees, so that they will know every thing they need to know and want to know (vision and goals....), as a result they will be attached to their job, the thing that will contribute in enhancing their job involvement.
- **The reward system and motivation** within the agencies is satisfying, according to the respondents, based on there responses we can say that the agencies have been studied, make of their priorities the satisfaction of their employee, by designing a reward system that enhances their job involvement.
- **Empowerment** also has a significant role in the job involvement according to this study, since it is proved, so the agencies empower their employees, to take important decision concerning their job, so that, this will enhance their felling of belonging to these agencies which will increase their job involvement to achieve the agencies goals.
- **Team work** through this study we achieved a result that prove that the employees prefer to work n team instead of working individually we also found the agencies supports their employees to work in team, because they believe that working in team is more effective than working each one by himself.

Conclusion

Through the previous studies, supported by our one, we confirmed that the societies apply internal marketing, regarding to its importance in effect positively the employees, to push theme toward performing in high level, and increases their productivity, in the agencies under our study, we focused on showing the way of implementing internal marketing there inside, of this societies and if it has a relation with the job involvement. Furthermore, according to the results we obtained, these societies implement internal marketing with its elements, so that it can gain their employees satisfaction, and loyalty, in other hand we found that there is a positive effect of the internal marketing on job involvement, as it is considered a main factor of enhancing job involvement.

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