

**PENERAPAN *INTERNAL MARKETING* MENURUT PERSEPSI
KARYAWAN PADA PERUSAHAAN PENERBITAN DAN PERCETAKAN
CV. PUTRA NUGRAHA SURAKARTA**

Nilawati

Abstrak

Penelitian ini bertujuan untuk mengetahui penerapan *internal marketing* menurut persepsi karyawan pada perusahaan penerbitan dan percetakan CV. Putra Nugraha Surakarta. Penelitian ini menggunakan pendekatan kuantitatif. Populasi penelitian ini adalah semua karyawan CV. Putra Nugraha Surakarta. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling*, dan dihitung menggunakan rumus Slovin diperoleh sebanyak 75 responden. Pengumpulan data primer menggunakan kuesioner sedangkan analisis data dilakukan dengan menggunakan analisis uji validitas, uji reliabilitas dan mean arithmetic. Uji validitasnya dilakukan dengan membandingkan *r* hitung dengan *r* tabel, sedangkan uji reliabilitasnya menggunakan *Cronbach Alpha*. Pada indikator *service training programmes* memperoleh nilai 2,83 yang artinya setuju bahwa metode pelatihan yang digunakan menarik dan sesuai kebutuhan, sehingga mampu menunjang pekerjaan karyawan. Pada indikator *performance incentive* memperoleh nilai 3,01 yang artinya setuju bahwa *incentive* yang diberikan sesuai dengan hasil pekerjaan dan mendorong karyawan untuk meningkatkan kinerja. Pada indikator *vision about excellence service* memperoleh nilai 3,05 karyawan merasa setuju bahwa organisasi telah mengkomunikasikan kepada para karyawan tentang visi organisasi mereka dan mengkomunikasikan pentingnya pelayanan tiap-tiap orang/bagian. Berdasarkan pada hasil akhir perhitungan mean arithmetic responden menilai *internal marketing* pada CV. Putra Nugraha Surakarta meliputi 3 indikator memperoleh nilai sebesar 2,96 nilai tersebut tergolong kategori setuju. Artinya keseluruhan indikator *internal marketing* disetujui oleh karyawan CV. Putra Nugraha Surakarta.

Kata Kunci: *Internal Marketing, Service Training Programmes, Performance Incentive, Vision About Excellence Service.*

**IMPLEMENTATION OF INTERNAL MARKETING
BY EMPLOYEE PERCEPTION IN PUBLISHING AND PRINTING
COMPANIES CV. PUTRA NUGRAHA SURAKARTA**

Nilawati

Abstract

This study aims to determine the application of internal marketing according to employee perceptions at the publishing and printing company CV. Putra Nugraha Surakarta. This study uses a quantitative approach. The population of this study were all employees of CV. Putra Nugraha Surakarta. The method used in sampling is purposive sampling, and calculated using the Slovin formula obtained as many as 75 respondents. Primary data collection used a questionnaire while data analysis was performed using analysis of validity test, reliability test and mean arithmetic. The validity test is done by comparing the r count with the r table, while the reliability test uses the Cronbach Alpha. On the service training program indicators, it scores 2.83 which means that it agrees that the training method used is attractive and according to needs, so that it is able to support the work of employees. The performance incentive indicator scores 3.01, which means that it agrees that the incentives given are in accordance with the work results and encourages employees to improve performance. In the indicator of vision about service excellence the score of 3.05 employees agreed that the organization had communicated to employees about their organization's vision and communicated the importance of service for each person / division. Based on the final result of the mean arithmetic calculation, the respondent assesses internal marketing at CV. Putra Nugraha Surakarta includes 3 indicators, getting a score of 2.96 this value is classified as the agree category. This means that all internal marketing indicators are approved by the employees of CV. Putra Nugraha Surakarta.

Keywords: *Internal Marketing, Service Training Programmes, Performance Incentive, Vision About Excellence Service.*