

# The Research on the Relationship among Internal Marketing, Job Satisfaction, and Self-Reliant Defense Independence...

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## ABSTRACT

Currently, the defense issues mostly focus on the fields of ILS, Decision Model and Military Strategy; then however, the issues related to whether Defense Self-Reliance Policy is well implemented or is only a slogan is rarely discussed, and also it is hard to find the studies on this topic. This study took the members of MND as the study samples, focusing on the interrelationship among the Internal Marketing, Job Satisfaction, and Defense Self-Reliance. Through the study, I hope that the results of the study could provide MND the recommendations for implementing Internal Marketing and Defense Self-Reliance Policy. According to the method of Quota sampling, a total of 500 copies of questionnaire were sent out. There were 460 questionnaires retrieved. The individual needs to answer 36 questions related to Internal Marketing, 18 related to Job Satisfaction, and 13 Defense Self-Reliance in the questionnaire. Through the methods of statistics such as descriptive analysis, variance, and multi-factors regression, this study has the following main findings : 1、 Through the test of reliability and validity, the result of questionnaire shows reliable; and through factor analysis, it shows the aspects of Internal Marketing, including education & training, management support, internal communication, human resource management, and external communication; the aspects of Job Satisfaction, including internal satisfaction, and external satisfaction; the aspects of Defense Self-Reliance, including ILS, defense outsourcing, TRL, and Spiral development. 2、 As to the issue of Defense Self-Reliance, there are no any previous studies to figure out the influent aspects. Through exploratory factor analysis, this study found the influent factors as ILS, defense outsourcing, TRL and spiral development. Furthermore, using multiple factors analysis, the influent priority is ILS, defense outsourcing, spiral development, and TRL. 3、 Implementing Internal Marketing increases the satisfaction of employees positively. 4、 The higher Job Satisfaction, the more influent to the implementation of Defense Self-Reliance. 5、 In the organization, the more the Internal Marketing is carried out, with the vehicle of Job Satisfaction, the more positive influence to the implementation of Defense Self-Reliance. Accordingly, using the indirect influence way can cause the more effectiveness. 6、 In this study, the difference from the results of the previous studies is that the implementation of Internal Marketing has the most positive influence to Job Satisfaction. The second one is education and training; however, in this aspect, it shows high negative relations, which should need to be put more attention. The third one is human resource management, which shows the high positive relation. The factor of Job Satisfaction has the most positive influence to the implementation of Defense Self-Reliance. 7、 According to the results of this study, there are still many aspects such management and recommendations, constrain of study, and follow-on research suggestion which could be taken for reference.

Keywords : Internal Marketing ; Job Satisfaction ; Defense Self-Reliance ; ILS (Integrated Logistics Support) ; defense outsourcing ; TRL (Technology Readiness Level) ; Spiral development

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