

The Impact of Innovative Marketing on Customers' Satisfaction In The Jordanian Health Insurance Companies

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Abstract

This study aims to identify the impact of innovative marketing implementations on customer satisfaction in Jordanian health insurance companies. Health insurance services are highly related to the physical and mental well-being of the people. Also, this sector is recognized as a great contributor to the limited resources country's economy.

The adoption of ``innovative marketing`` concept by health insurance companies was driven by the desire to keep pace with the continuous developments in the market and to enable responding to the changeable needs and wants of health insurance customers.

To achieve study, The researcher designed a questionnaire that consists of six aspects for independent variables. (innovation in product , innovation in distribution, innovation in promotion , innovation in price, innovation in physical evidence and innovation related service providers), while customer satisfaction is considered as a dependent variable.

In order to collect data in the fiend study ,The questionnaires were distributed to clients contracting with Jordanian health insurance companies. The researcher distributed 340 questionnaires and he retrieved 331.

The result of the study confirmed the importance role of innovative marketing implementations in the achievement of customer satisfaction. Findings indicated that there is a statistically significant effect of innovative marketing represented by four dimensions namely: (product innovation, price innovation, distribution innovation, and physical evidence innovation) on customer satisfaction. On the other hand, results showed that there is no statistically significant effect of innovative aspects related to promotion or service providers on customer satisfaction.

According to the results, the researcher recommends to emphasize on the adoption of innovative promotional strategies and develop the creativity and innovative skills of employees in order to raise their efficiency.