



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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IMPACT OF INTERNAL MARKETING STRATEGIES
ON ORGANIZATIONAL PERFORMANCE

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ABSTRACT

An organization is a sustained and on-going performance one of any organization objectives whereby it is because through performance, organization can able to improve and develop themselves. Internal marketing is one of the marketing approaches for the organizational to change, motivate and practically coordinate and integrate the employees towards the successful implementation of the corporate and the functional strategies, so it can help convey the customer's satisfaction through a process of creating motivated and customer oriented employees. This research study develops a research based on internal marketing strategies that are internal communication, training and internal market research. This factor used to know the relationship toward organization performance. It also to discover the impact on organization performance. A survey of 100 valid respondents have been analyze. The result of the study indicates that training and internal market research is significantly influence the organizational performance. This analysis meets the second research objective which is to determine the most important internal marketing factors influencing organizational performance. Overall result shows that internal market research has a high significant relationship with organizational performance whereby it does supported the problem statement because most of the respondents agree on internal market research at the company of AIA Public Takaful, since it is because the market research in the company gives the respondents a help to do their job well and there is a proper market research in the company of Putra & Associates AIA Bhd and have a better organization performance. The company need to plan actions in order to set things right for the employee whereby the company should make a deeper and better study on marketing research should give an explanation to the employee of what will be improved and in order for a better organization performance.

CHAPTER 1

INTRODUCTION

1.0 Preface

This section provides an overview of the internal marketing strategies. Besides that, the declaration on the problem addresses the distinct problems and gaps identified in this study. This was followed by statements of research goals, scope study and study significance.

1.1 Background of study

Generally in an organisation, continuous performance is one of any goals of an organisation, because through performance, an organisation can enhance and develop itself. Organizational performance includes three particular areas of firm results, which are the first to be achieved. Financial performance, including revenues, asset returns, and so on, Secondly, product performance, including revenue, market share, and so on, and thirdly, shareholder returns, including full shareholder returns, added economic value, and so on. (Richard et al, 2009).

In today's globe of rising competitive market competition, organizations need to look carefully for fresh concepts in order to create value and also monitor organizational performance carefully so that it will be simple to understand whether the procedures and also the operations scheduled by the organization are being conducted sufficiently well to provide an benefit and In today's globe of rising competitive market competition, organizations need to look carefully for fresh concepts in order to create value and also monitor organizational performance carefully so that it will be simple to understand whether the procedures and also the operations scheduled by the organization are being conducted sufficiently well to provide and benefit and relationship with their staff as they use the same strategy with their customer. (Bendapudi, N. and Bendapudi, V., 2009).