



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON INTERNAL MARKETING PROGRAMS:
EVIDENCE FROM PETRONAS GAS BERHAD (PGB)
EMPLOYEE PERCEPTIONS**

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EXECUTIVE SUMMARY

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The research topic is “A *STUDY ON INTERNAL MARKETING PROGRAMS: EVIDENCE FROM PETRONAS GAS BERHAD (PGB) EMPLOYEE PERCEPTIONS*”. The purpose of this research is to study on effectiveness of the internal marketing programs implement by **PGB**, at the same time to know what factors influencing to the effectiveness in the internal marketing programs provided. The study also intends to look into the contrast between the employee perception and Petronas Gas Berhad (**PGB**) services into their internal marketing programs.

The scope of this study focused on all employees in **PGB**. All data gathered from informal interview, questionnaire and published material. To get the result for the purpose of this study, a research survey was conducted structured questionnaires and distributes to 100 respondents, which come from the employees at **PGB** itself. The questionnaires consist of 42 questions for employees to be answered, which can be classified into four sections. Section A consists of demographic characteristics of respondents and socioeconomic profile. Section B represents the basic information related directly to research problem, measuring employee perception towards internal marketing programs provided by **PGB** which through the customer philosophy, the role of management, employee commitment and participation, effective training and adequate incentive working environment. It is followed by section C that represents the employees overall satisfaction by using dichotomous questions. Finally, section D is to measure the employees’ suggestions and

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