



**THE IMPACT OF INTERNAL MARKETING ON EMPLOYEE
JOB SATISFACTION:
A CASE STUDY OF ACP-DMT SDN BHD**

**SITI MAISARAH BINTI NOOR IDRIS
2014457312**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JULY 2017

ACKNOWLEDGEMENT

Assalammualaikum w.b.t.

First and foremost, I am so grateful to the Almighty Allah S.W.T because I am able to completed this research. By this, I would like to express my sincere thank you and appreciation to my beloved advisor Madam hairiani binti Abdul Hamid, for providing me guidance, patience, motivation, and immense knowledge from the start until I have completed this report.

Furthermore, million thanks to my supportive classmates for always assist me in conducting this study, sharing knowledge, gave insights on my topic to ensure I can successfully complete my research. I am thankful for having helpful classmates.

Other than that, I would like to thank all my colleagues for giving me a full cooperation and support in answering questionnaires. This research cannot be completed and not able to get the accurate data without their participation.

Finally, I would like to thank everyone who had directly or indirectly lent their helping hand throughout the journey of completing this report.

TABLE OF CONTENT

DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF FIGURE	vii
LIST OF TABLE	vii
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Background of Company	3
1.2.1 Corporate Profile	3
1.2.2 ACP-DMT SDN BHD	4
1.3 Problem Statement	5
1.4 SWOT Analysis of ACP-DMT SDN BHD	7
1.5 Purposes of the study	8
1.6 Objectives of the Study	8
1.7 Research Questions	8
1.8 Significance of the Study	9
1.9 Scope and Limitation of the Study	9
1.10 Terms and Definition of Study	10
CHAPTER 2: LITERATURE REVIEW	11
2.1 Introduction	11
2.2 Definition of Internal Marketing	11
2.3 Empowerment	13
2.4 Communication	14
2.5 Motivation	16
2.6 Job Satisfaction	17
2.7 Hypothesis	19

ABSTRACT

Job satisfaction has been perceived in various way by different employees and it is crucial to know and understand about the level of job satisfaction from the point of view of different employees. The research aims to determine the impact of internal marketing represented by empowerment, communication, and motivation on the employee job satisfaction in the case of ACP-DMT Sdn Bhd. A survey was conducted at headquarterred office located in Batu Caves and factory located in Port Klang and the questionnaire were distributed randomly by using simple random sampling method to 50 respondents. By having a better understanding of the impact of the internal marketing on employee job satisfaction, the company can plan a better future strategies related with their personnel which can influence their employees to work better which lead to good result. A satisfied employee produce a satisfied customer.

Keywords: Job Satisfaction, Employees, Internal marketing, Marketing, Impact

CHAPTER 1: INTRODUCTION

1.1 Background of the Study

Nowadays, the infrastructure industry is highly competitive and capital intensive due to many factors such as barrier of entry is low, economies of scale, advanced technology and many more. Because of the easiness of market access has resulted to most of big and well-known companies defeated by the new competitors. It can be seen that in order to win the competition and dominate the market, the new companies use their own internal strength as a marketing strategy to compete in the market which refers to the internal marketing.

No one can deny that marketing is very important and has become one of a key success factor either for a small or big company, profit or nonprofit organization. By satisfying customer, it facilitate the company to lead the market. According to Schultz, 2002, satisfied customer can be achieved if the employees are satisfied and satisfying our employees can be easily achieved through internal marketing.

For any organization to be successful there would be need for organizations to fulfill the needs of its employees (Berry, 1981). The needs of employees can be fulfill through various internal marketing activities such as employee empowerment, training, rewards, motivation, good communication and many more. The internal marketing should be as priority before external marketing when the company does a good internal marketing activities, it will lead the employees reach their job satisfaction and feel happy to commit all the tasks given. According to the Lings and Greenlyn (2005), the importance of internal marketing lies in motivating the employees and encouraging
