



**THE INFLUENCE OF ORGANIZATION  
LEARNING, ORGANIZATION COMMITMENT  
AND INTERNAL MARKETING ON PATIENT  
SATISFACTION: A CASE AT POLIKLINIK  
EKSEKUTIF USM**

**SARA AIFFA BINTI MOHAMAD A'IDIL  
2014214386**

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

**JUNE 2016**

## LETTER OF TRANSMITTAL

SARA AIFFA BINTI MOHAMAD A'IDIL  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Kota Bharu, Wisma KUB  
15050 Kota Bharu  
Kelantan

29 June 2016

Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Kota Bharu, Wisma KUB  
15050 Kota Bharu  
Kelantan

Dear Sir/Madam,

### **SUBMISSION OF INDUSTRIAL TRAINING REPORT (MKT662)**

Attached is the copy of Industrial Training Report (MKT662) entitled 'The influence of organization learning, organization commitment and internal marketing on patient satisfaction: a case at Poliklinik Eksekutif USM' in fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours faithfully,

.....  
SARA AIFFA BINTI MOHAMAD A'IDIL

2014214386

Bachelor of Business Administration (Hons) Marketing

## **ACKNOWLEDGEMENTS**

First and foremost, I would like to thank the Almighty Allah for His countless blessings that has brought me this far. I would like to offer my sincere gratitude to my supervisors, Dr. Maznah Abdullah and Miss Nooradzlina Mohd Pauzi whose encouragement, supervision and support from the preliminary to the concluding level enabled me to develop a competency and understanding of this study. Thanks for giving me the freedom to work in my own way. It had been a wonderful learning process experience for me.

I would like to offer my special acknowledgments to Professor Dr. Zabidi Azhar Hussin and all the staff of USains Tech Service Sdn Bhd for allowed me to conduct this study and for their kind assistance and insightful advices. I am also highly indebted to my mother for her invaluable 'preaches' and her help in my research with enable me to conclude this study.

My love goes to my mother and sisters, Sara Aida, Sara Anis and Sara Aiza for their complete understanding and fullest patience during the hardest and happiest times of my life, without which it would have become a herculean task to pursue this study.

## TABLE OF CONTENTS

	<b>Page</b>
<b>TITLE PAGE</b> .....	i
<b>DECLARATION OF ORIGINAL WORK</b> .....	ii
<b>LETTER OF TRANSMITTAL</b> .....	iii
<b>ACKNOWLEDGEMENTS</b> .....	iv
<b>TABLE OF CONTENTS</b> .....	v
<b>LIST OF TABLES</b> .....	x
<b>LIST OF FIGURES</b> .....	xi
<b>ABSTRACT</b> .....	xii
<b>CHAPTER 1 INTRODUCTION TO THE RESEARCH</b> .....	1
1.0 INTRODUCTION <sup>1</sup> .....	1
1.1 Background of Study .....	1
1.2 Background of Company .....	2
1.3 Problem Statement.....	3
1.4 Research Objective .....	5
1.5 Research Question.....	5
1.6 Hypothesis.....	6
1.6.1 Hypothesis 1 .....	6
1.6.2 Hypothesis 2.....	6
1.6.3 Hypothesis 3.....	6
1.7 Theoretical Framework.....	7
1.8 Significance Of Study .....	8

## ABSTRACT

**Introduction:** The learning organization, organization's commitment and internal marketing are important elements to achieve patient satisfaction. In order to satisfy patients, Poliklinik Eksekutif USM's staffs must continually advance their competence through ongoing learning, they must feel committed to their work task so it will hold an emotional attached to their job and a good internal marketing. These factors could complement the successfulness of Poliklinik Eksekutif USM services which turn to patient satisfaction. **Objective:** The objective of the study was to investigate the extent to which the learning organization, organization's commitment and internal marketing of Poliklinik Eksekutif USM influence their patient satisfaction. **Methodology:** Two sets of questionnaire were developed to examine all the variables studied. The first set was distributed to 50 Poliklinik Eksekutif USM's staffs which asked about dependent variables (learning organization, organization commitment and internal marketing). The second sets of questionnaire were distributed to 50 patients. The questionnaire asked about their satisfaction toward Poliklinik Eksekutif USM services. Only 86 questionnaires were returned. SPSS analysis was used to evaluate the dependent variables toward patient satisfaction. **Result:** The finding indicated that learning organization and organization's commitment were statistically significant elements which contributed to patient satisfaction. Whereas, internal marketing was not a contributing factor for patient satisfaction. **Conclusion:** The Poliklinik Eksekutif USM's should emphasize more on learning organization and the organization commitment because it influenced patient satisfaction. Patient satisfaction can be improved if the staffs understand about learning organization and organization commitment, hence it can foster Poliklinik Eksekutif USM services.