

ACKNOWLEDGEMENT

Alhamdulillah all praises to Allah. Mom and dad, this is for both of you.

First and foremost, I would like to say my gratitude to Allah the Almighty for giving me the strength and patience to complete this thesis. I would also like to express my feelings of gratefulness for having two supportive parents, my mother Norhita @ Northy binti Haji Abdul Wahid and my father, Ahmad Shah bin Haji Mohd Sunoh for having my back always and showered me with endless love since I was little up until today. Not to forget, my first advisor, Madam Jasmine Vivienne Andrew and also my second advisor, Madam Hasnawati binti Guliling for all the guidance, support, knowledge, encouragement, effort, wise words, advice, valuable suggestions, concern, moral support and especially time that they gave me throughout my entire journey in completing this thesis. This appreciation is also dedicated to my teachers in kindergarten (Franke Park Elementary School Fort Wayne and Anglican Kindergarten Likas), primary school (SRK Lok Yuk Likas), secondary school (SM All Saints Likas) and to my lecturers from Universiti Teknologi MARA Kota Kinabalu for all the lessons taught in class and shaping me the student I am now. To my supervisor during my practical training, Miss Jassica Jane binti Mohd Afsur Khan for her full cooperation in assisting and guiding me in completing my practical training at Bahagian Istiadat & Protokol (BIP), Jabatan Ketua Menteri (JKM) Sabah and also to the staffs of BIP, JKM Sabah for participating in answering the questionnaires given. Finally I would also like to thank my family members and colleagues for their support and especially to my dearest best friend, Nurul Liyana binti Ahmad for the love, support and for always believing in what I am capable of especially when it comes to my studies. Without everyone that I mentioned above, I will not be where and who I am now. Surely, I am blessed. Thank you.

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ABSTRACT

The purpose of this paper aims to investigate the effectiveness of internal marketing implementation at Sabah State Government Department in Bahagian Istiadat & Protokol (BIP), Jabatan Ketua Menteri (JKM) Sabah with the research objectives 'to identify the factors influencing the effectiveness of internal marketing in BIP, JKM Sabah' and also 'propose internal marketing strategies for an improvement in BIP, JKM Sabah'. The title was chosen by the researcher due to the insufficient number of staffs in BIP, JKM Sabah in handling official government events and visits. In addition, even most events were successfully managed, the amount of pressure and time are the problems faced by the staffs especially if the gap of events are close. Therefore, internal marketing concept namely job satisfaction, employee's motivation and empowerment was approached in independent variables (IV) of this research to see whether the said IV have a significant relationship or otherwise with the depending variable (DV) of internal marketing effectiveness to meet with the research objectives. Quantitative method were used by using questionnaire and an approach of self-administered were conducted. The respondents comprised of all 35 staffs of BIP, JKM Sabah. The data gathered was analyzed using inferential techniques on Statistical Package for Social Science (SPSS). The findings of this research shows that only job satisfaction had a significant relationship towards internal marketing effectiveness whereas employee's motivation and empowerment had no significant relationship with the said DV.