



THE IMPACT OF INTERNAL MARKETING CONCEPT  
TOWARDS STAFF PERFORMANCE AT LEMBAGA  
KEMAJUAN IKAN MALAYSIA  
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DECEMBER 2015

## ACKNOWLEDGEMENT

Alhamdulillah. First of all, I would like to thank to ALLAH SWT for his blessings to me for my health, strength and life during all this time to finish this thesis completely.

Here, I would like to take this opportunity to express my gratitude and greatest appreciation to my advisor, Miss Bernardette @ Jacynta Henry for all her support, guidance, encouragement, comments, advice, valuable suggestions and concerns throughout the completion of this project. A million thanks to you for being so nice, patient and kind in dealing my problems during this semester. And thanks also to my second examiner Dr. Dewi Tajudin for giving a lot of guidance and moral support in process to complete this thesis. Your support actually gave me strength and spirit to keep continuing finishing my research properly and efficiently.

Not to forget to my supervisor during practical training, Puan Saliah Bte Hj. Mudin for her full cooperation and a lot of guidance in providing relevant ideas, information and assisting me in completing my practical training. Thanks also to the all staff of LKIM Sabah for being such an understanding and open-minded staff as well as for sharing and discussing experiences until today.

I would like to express my heartfelt thanks to my family members for giving me their blessings, unconditional love and moral support as well as financial support that help me a lot. Not forget my colleague friend for their encouragement and support in finishing my research. All this contributions truly appreciated and will be well remembered. Thank You.

Finally, for those who I have not mentioned in this acknowledgement, who directly or indirectly contributed to the completion of this research, thank you from the bottom of my heart. I will never forget your kindness.

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## ABSTRACT

The purpose of this paper is to study the impact of internal marketing concept towards staff performance at Lembaga Kemajuan Ikan Malaysia (LKIM) Sabah. Data collection from staff LKIM Sabah was targeted as respondents. Quantitative approaches were used for data collection from 44 employees and effective data was further analyzed by using inferential techniques on Statistical Package for Social Science (SPSS). The findings of the study suggested that internal marketing concept had a significant impact on employees' performance of the firm. It designed a research framework to show how LKIM Sabah uses internal marketing concept towards staff performance. Empirical findings confirmed that internal marketing concept has positive direct and indirect impact on staff performance. LKIM should convert internal marketing as a strategy into their core operations and systems to meet employees' demands and organization goals. The paper introduces a perspective of the interactions that take place between internal marketing concepts which affect staff performance.