



UNIVERSITI TEKNOLOGI MARA

**INTERNAL MARKETING AND EMPLOYEES
COMMITMENT TOWARDS ORGANIZATION: CASE
STUDY OF DEWAN BANDARAYA KUCHING UTARA
(DBKU)**

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ABSTRACT

The purposes of this research is to determine the internal marketing and employee's commitment of Dewan Bandaraya Kuching Utara (DBKU) and also to analyze the possible factors that can improve the employee's commitment to Dewan Bandaraya Kuching Utara (DBKU) through good internal marketing so the employees and organization can go together to achieving the vision of the organization.

The result in section B and C show that majority of the respondents which are 100 respondents said that the level of satisfaction towards DBKU are agreed and satisfy. The respondent's level of the commitment also give a majority result said agreed beside only statement for better offer for other job are not agreed. The result also show that the internal marketing in DBKU can be improving by improving the motivation and satisfaction to the employees, improving the internal marketing system in DBKU, practice effectively the internal marketing and also work efficiently with the employees about internal marketing.

CHAPTER 1 : INTRODUCTION

The internal marketing concept holds that the organization's personnel are the first market of a company. The main objective of the internal marketing function is to obtain motivated and customer conscious personnel at every level (George, 1990; George and Gronross, 1989; Gronross, 1981).

Gronross (1981) distinguishes between the implementation of internal marketing at the strategic and tactical level. At the strategic level it should create an internal environment that bolsters customer consciousness and sales mindedness among employees. The key facilitators are here seen to be supporting management methods, personnel policy, internal training and planning procedures.

Rafiq and Ahmed (2000) have examined internal marketing from the perspective of internal marketing conceptual development which consists of employee's motivation and satisfaction, customer orientation and strategy implementation and change management components. This examination enables readers to see the correspondence between the internal marketing context and the traditional marketing concept.

Internal marketing also can be defined as the promoting of the firm and its products or product lines to the firm's employees. Hence, for this strategy to be successful top level management must fully embrace it. Thus, the idea of internal marketing must originate at the top and communicated down to the