

**Research  
Paper**

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## The Relationship between Internal Marketing and Implementation of Strategic Orientations in Malaysian Service Industry

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**Abstract:** The purpose of this study is to assess the influence of internal marketing on job satisfaction and organizational commitment. Furthermore, it examines the relationship between job satisfaction, organizational commitment and implementation of strategic orientations. Data were gathered by means of survey from 102 managers of various service organizations in the northern region of Malaysia. The findings of the study reveal that internal marketing has a significant positive relationship with job satisfaction and organizational commitment. Job satisfaction also positively affects the implementation of strategic orientations, but the relationship between organizational commitment and implementation of strategic orientations is insignificant. The findings also show that job satisfaction and organizational commitment mediate the relationship between internal marketing and implementation of strategic orientation. The results of this study have several implications for service organizations on how to implement strategic orientations by practicing and implementing internal marketing.

**Keywords:** Internal Marketing, Job Satisfaction, Organizational Commitment, Strategy Implementation, Malaysia

### INTRODUCTION

Successful implementation of strategy requires cooperation of all players in the company (Crittenden, 1991). If manufacturing does not talk with research and development, research and development does not talk with marketing, marketing does not talk with manufacturing, and sales does not talk with anyone in the organization, it creates functions empty of responsibility and void of interaction.

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