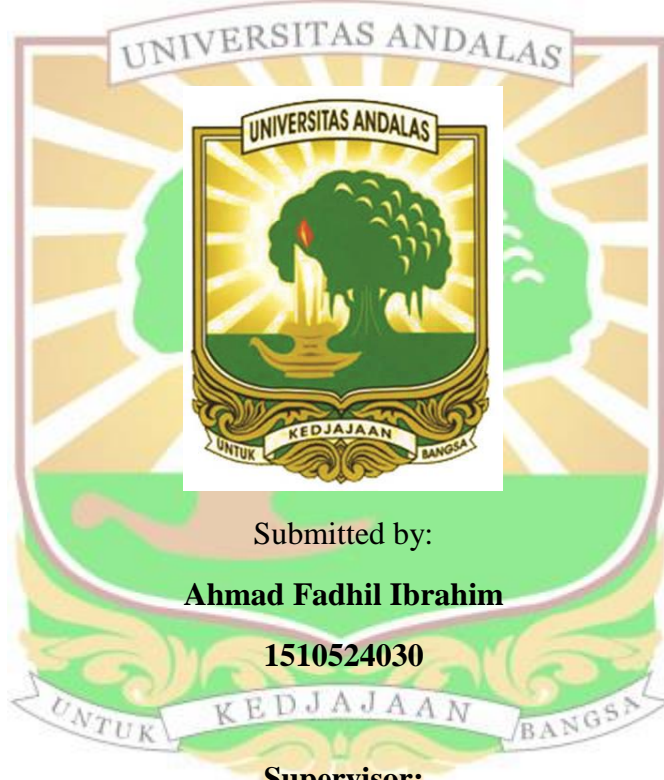


**The Influence of Internal Marketing and Employee's Job Satisfaction on
Perceived Organizational Performance: Case of Government Owned Banks
in Padang City**

THESIS

Thesis is submitted as Partial of the Requirement for a Bachelor Degree in
Management Department – Faculty of Economic



Submitted by:

Ahmad Fadhil Ibrahim

1510524030

Supervisor:

Dr. Yulia Hendri Yeni, S.E, M.T., Ak.


BACHELOR DEGREE INTERNATIONAL MANAGEMENT

ECONOMIC FACULTY

ANDALAS UNIVERSITY

PADANG

JULY 2019

	Alumni Number at University	Ahmad Fadhil Ibrahim	Alumni Number at Faculty
	a) Place/Date of Birth: Jakarta/15 October 1997, b) Parent's Name: Edrizanof c) Faculty: Economic, d) Major: International Management,	e) Student Number: 1510524030, f) Graduation Date: August 24th, 2019, g) Grade: Very Satisfied, h) GPA: 3,40 i) Length of Study: 4 Years j) Parent's Address: Jalan Pondok Kopi 1 No.22 Nanggalo, 25146 Padang	

THE INFLUENCE OF INTERNAL MARKETING AND EMPLOYEE'S JOB SATISFACTION ON PERCEIVED ORGANIZATIONAL PERFORMANCE: CASE OF GOVERNMENT OWNED BANKING INDUSTRY IN PADANG CITY

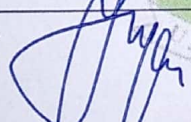
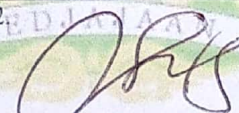

*Bachelor Thesis By : Ahmad Fadhil Ibrahim
Supervisor: Dr. Yulia Hendri Yeni, S.E., M.T., Ak.*

ABSTRACT

This research was made with the purpose of identifying the influence of internal marketing and employee job satisfaction on perceived organizational performance as well as using the employee job satisfaction as the mediator between internal marketing and perceived organizational performance on banking industry in Padang City. The aim of this research was to fill the hole in the gap about the lack of studies of internal marketing in banking industry as well as the lack of studies of internal marketing in Padang City. The sample criteria in this research are employees of government owned banks, who are having at least one year of experience in the workplace in which they are currently working in. with sample collected is 120 respondents. The sampling technique of this research is Non-Probability Sampling with Purposive sampling method. This research used questionnaire to collect the data by using Ordinal Scale with five point Likert Scale type. The data was processed by using Smart PLS 3.0 version as well as Microsoft Excel and SPSS 25.0 for the descriptive analysis. The result of this research indicates that internal marketing, with the focus on the dimensions of reward, development, and vision can have a positive influence on employee job satisfaction and employee perceived organizational performance. Also, employee job satisfaction have a positive influence on employee perceived organizational performance. And internal marketing with focus on dimensions of reward, development, and vision have a positive influence on employee perceived organizational performance when mediated by employee job satisfaction.

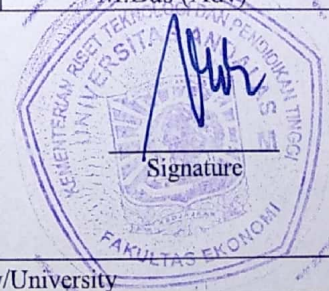
Keywords: Internal Marketing, Employee Job Satisfaction, Employee Perceived Organizational Performance, Banking Industry, Government Owned Banks, Reward, Development, Vision

This thesis already examined and passed on April, 11th 2019. This abstract already approved by supervisor and examiners:

Signature	1. 	2. 	3. 
Name	Dr. Yulia Hendri Yeni, S.E., M.T., Ak.	Sari Lenggogeni, SE, MM, Ph.D	Dr. Dessy Kurnia Sari, SE, M.Bus (Adv)

Acknowledgement,
Head of Management Department

Dr. Verinita, SE, M.Si
NIP. 197208262003122004



Alumnus has already registered at faculty/university and gets alumnus number:

	Staff of Faculty/University
Alumni's number at faculty	Signature
Alumni's number at university	Signature