

**THE IMPACT OF INTERNAL MARKETING ON JOB
PERFORMANCE: THE MEDIATING ROLE OF KNOWLEDGE
SHARING IN HOTELS AND RESORTS OF POLONNARUWA
DISTRICT**



By

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REG NO: EU/IS/2019/MS/04

INDEX NO: MS 2184



FCM3005

Project Report
Main Library, Eastern University, Sri Lanka

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration Honours (BBA Hons).

**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2025

ABSTRACT

This research addresses the impact of internal marketing on job performance with mediating role of knowledge sharing in the ten selected hotels and resorts in the Polonnaruwa District of Sri Lanka. This study examines the impact of Internal Marketing on Job Performance, focusing on the mediating role of knowledge sharing among selected Hotels and Resorts in the Polonnaruwa District. Based on relevant literature, the study constructs a conceptual model to explore the impact of internal marketing and job performance alongside knowledge sharing on employees. The study is guided by social exchange theory further explains how knowledge sharing conveys these inclusive values to internal customers shaping perceptions of the hospitality industry. Primary data was collected from 200 employees of five high-ranking hotels and five high-ranking resorts via a structured questionnaire. The study tested its hypotheses and met its objectives using SPSS to perform descriptive, correlation, regression, mediation, and multivariate analyses. Descriptive analysis revealed that level of internal marketing, job performance and knowledge sharing varied slightly among the selected hotels and resorts in this area. Overall, most hotels and resorts showed a moderate to high level of internal marketing and employee performance. In general, all establishments maintained the high level of internal marketing, high level of job performance and high level of knowledge sharing behavior. The finding for the second objective revealed that there are strongly positive relationships between internal marketing and job performance, internal marketing and knowledge sharing, knowledge sharing and job performance. The finding for the third objective revealed that knowledge sharing partially mediates the relationship between internal marketing and job performance. The results of this study provide insight into internal marketing and knowledge-sharing behavior as important factors in increasing job performance in the hotels and resorts. In this regard, hotels and resorts would be able to gain novel perspectives on improving employee performance.

Keywords: *Internal marketing, Knowledge sharing, Job performance,*

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT.....	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	x
LIST OF FIGURES	xii
ABBREVIATIONS.....	xiii
CHAPTER-1	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Research Problem.....	2
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Significance of the Study	4
1.6 Scope of the Study.....	5
1.7 Organization of Chapter	5
1.8 Chapter Summary.....	6
CHAPTER -2	7
LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Theoretical Framework	7
2.2.1 Social Exchange Theory	7
2.3 Empirical Framework.....	9
2.4 Internal Marketing.....	10
2.4.1 Generation of Information	11
2.4.2. Dissemination of Information.....	11

2.4.3. Response to Information.....	11
2.5 Knowledge sharing.....	12
2.6 Job Performance.....	13
2.7 Hypotheses Development.....	15
2.7.1 Relationship between Internal Marketing and Job Performance.....	15
2.7.2 Relationship between Internal Marketing and Knowledge Sharing.....	16
2.7.3 Relationship between Knowledge Sharing and Job Performance.....	17
2.7.4 The Mediating Role of Knowledge Sharing.....	18
2.8 Chapter Summary.....	19
CHAPTER- 3.....	20
CONCEPTUALIZATION AND OPERATIONALIZATION.....	20
3.1 Introduction.....	20
3.2 Conceptual Framework.....	20
3.3 Hypothesis.....	21
3.4 Definitions of Variables.....	21
3.4.1 Internal Marketing.....	21
3.4.1.1 Generation of Information.....	22
3.4.1.2 Dissemination of Information.....	22
3.4.1.3 Response to Information.....	22
3.4.2 Knowledge sharing.....	23
3.4.3 Job performance.....	23
3.5 Operationalization.....	24
3.6 Chapter Summary.....	27
CHAPTER -4.....	28
METHODOLOGY.....	28
4.1 Introduction.....	28
4.2 Research Philosophy.....	28

4.3 Research Approach.....	29
4.4 Research Strategy	30
4.5 Methodological Choice	31
4.6 Time Horizon.....	31
4.7 Research Area Selection.....	31
4.8 Population.....	31
4.9 Sampling Technique	32
4.9.1 Sample Size	32
4.10 Method of Data Collection.....	34
4.10.1 Primary Data.....	34
4.10.2 Secondary Data.....	34
4.11 Method of Data Presentation.....	34
4.11.1 Method of Measured of Personal Information.....	34
4.11.2 Method of Measuring the Research Information.....	35
4.12 Data Presentation Method.....	36
4.13 Method of Data Analysis.....	36
4.13. 1 Reliability Analysis.....	36
4.13.2 Pilot Study	37
4.13.3 Univariate Analysis.....	37
4.13.3.1 Mean	38
4.13.3.2 Standard Deviation.....	38
4.13.4 Bivariate Analysis.....	38
4.13.4.1 Correlation Analysis	38
4.13.4.2 Simple Regression Analysis	39
4.13.4.3 The Multiple Regression Analysis.....	39
4.13.4.4 Mediation Analysis	40
4.13.5 Testing Hypotheses.....	40

4.14 Ethical Consideration	41
4.15 Chapter Summary	41
CHAPTER -5	42
DATA PRESENTATION AND ANALYSIS	42
5.1 Introduction	42
5.2 Analysis of Reliability	42
5.3 Data Presentation.....	43
5.3.1 Data Presentation of Personal Information.....	43
5.3.1.1 Gender	43
5.3.1.2 Age	43
5.3.1.3 Education Level	44
5.3.1.4 Name of the Hotels and Resorts.....	44
5.3.1.5 Employee Position	45
5.3.1.6 Experience.....	45
5.3.2 Data Presentation and Analysis of Research Information	46
5.3.2.1 Univariate Analysis.....	46
5.3.2.1.1 Identify the Level of Internal Marketing.....	49
5.3.2.1.1.1 Identify the Level of Generation of Information	51
5.3.2.1.1.2 Identify the Level of Dissemination of Information.....	54
5.3.2.1.1.3 Identify the Level of Response to Information.....	57
5.3.2.1.2 Identify the Level of Knowledge sharing.....	59
5.3.2.1.3 Identify the Level of Job performance	62
5.3.2.2 Bivariate analysis	64
5.3.2.2.1 Pearson's Correlation Analysis	65
5.3.2.3 Simple Regressions Analysis.....	67
5.3.2.3.1 Impact of Internal Marketing on Job performance (Model 1)	67
5.3.2.3.2 Impact of Internal Marketing on Knowledge sharing (Model 2) ...	68

5.3.2.3.3 Impact of Knowledge sharing on Job performance (Model 3)	69
5.3.2.4 Multiple Regression Analysis	69
5.3.2.4.1 Impact of Internal Marketing and Knowledge sharing on Job performance (Model 4).....	70
5.3.2.5 Mediation Regression Analysis	71
5.3.2.6 Testing Hypotheses	72
5.3.2.6.1 Testing Hypothesis 1	72
5.3.2.6.2 Testing Hypothesis 2	73
5.3.2.6.3 Testing Hypothesis 3	73
5.3.2.6.4 Testing Hypothesis 4.....	73
5.4 Chapter Summary	75
CHAPTER - 6	76
FINDING AND DISCUSSION	76
6.1 Introduction	76
6.2 Discussion of Personal Information	76
6.2.1 Gender of the respondents	76
6.2.2 Age of the respondents	76
6.2.3 Education of the Respondent.....	77
6.2.4. level of the job position	77
6.2.5 Name of Hotels and resorts	77
6.2.6 Experience	77
6.3 Discussion of Research Information	78
6.3.1 Discussion of Objective One of this study	78
6.3.1.1 Univariate Analysis.....	78
6.3.1.1.1 Internal Marketing Performance Level	78
6.3.1.1.1.1 Identify the Level of Generation of Information	78
6.3.1.1.1.2 Identify the Level of Dissemination of Information.....	79

6.3.1.1.1.3 Identify the Level of Response to Information.....	79
6.3.1.1.2 Identify the Level of Knowledge Sharing.....	79
6.3.1.1.3 Identify the Level of Job performance	80
6.3.2 Discussion of Objective Two of this study	80
6.3.2.1 Bivariate Analysis.....	80
6.3.3 Discussion of the Objective Three of this Study	81
6.3.3.1 Simple Regression Analysis	81
6.3.3.1.1 Impact of Internal Marketing on Job Performance (Model 1)	81
6.3.3.1.2 Impact of Internal Marketing on Knowledge Sharing (Model 2) ..	81
6.3.3.1.3 Impact of Knowledge Sharing on Job Performance (Model 3)	82
6.3.3.1.4 Multiple regression analysis.....	82
6.3.4 Mediation Regression Analysis	82
6.4 Discussion of Hypothesis Testing	82
6.4.1 Summary of Hypothesis Discussion.....	83
6.5 Chapter Summary.....	84
CHAPTER -7.....	85
CONCLUSION AND RECOMMENDATIONS	85
7.1 Introduction.....	85
7.2 Conclusion.....	85
7.2.1 First objective of the study	85
7.2.2 Second objective of the study	86
7.2.3 Third objective of the study	86
7.3 Contributions of the Study	87
7.3.1 Theoretical Implications	87
7.3.2 Managerial Implications.....	88
7.4 Recommendations	88
7.5 Limitations of the Study	89

7.6 Directions for Future Study	90
7.7 Chapter Summary	91
LIST OF REFERENCES	92
APPENDIX 01: THE QUESTIONNAIRES USED FOR THE STUDY	103
APPENDIX 02: THE OUTPUT OF THE DATA ANALYSES	111