The Relationship Between Organizational Citizenship Behavior And High Performance Organization: Case Study At Padiberas Nasional Berhad

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ABSTRAK

Competition in the world business has become more tense and demanding. Consumers have become more aggressive and demand for a more innovative and quality product. In the Malaysian context, government has urged corporations to enhance their operation by emphasizing on human capital development. Therefore, the purpose of this study was to identify the difference between office location and organizational citizenship behavior (OCB) dimension. In addition, this study also examine the relationship and the influence of the OCB dimensions toward high performance organization (HPO). To attain the objective, a quantitative method was employed and data were collected through questionnaire. This measurement of this study is adaption from Sekaran (2000) as she suggested the determination of sampling design and sampling size helps the researcher to draw conclusions that would be generalized to the population of interest.

A total of 360 questionnaires were distributed to the all level of employees from Northen and Central Region of Padibersas Nasional Berhad (BERNAS), however only 123 (41.0%) were received and used for analysis. Analysis ANOVA test, Pearson correlation dan regression analysis were been used in this study. The finding shows there is a significant difference between all five dimensions of OCB with office location. The correlation was at moderate level between dimensions of OCB with HPO. The most important OCB dimension is value, which is the highest beta score ($\beta = .371; \ p < .005$). This study suggests that there are relationship between OCB and HPO in Bernas. It also suggest that management would need to highly considered of encouraging high participation from employees, promote trust dan enhance development and training program to achieve status as high performing organization.
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CHAPTER 1 - INTRODUCTION

1.1 Introduction

The highly performed individual and organizations have extraordinary capability to harmonize own and organization objective to reach one mission. Factors that could lead to high performance including Leadership, Human Capital Management, Teamwork culture, continuous improvement, sincere and transparent in executing responsibility (November Monthly Address, The Ministry of Agriculture of Malaysia, November 2007).

The evolvement of the High Performance Organization was early mentioned and practiced in 1970’s. The origin can be found in the work of Frederick W. Taylor and development of Henry Ford car manufacturing (Miller, 2010). Frederick W. Taylor (1856-1915) in his Scientific Management Theory based on four basic principles i.e the development of a true science of management, scientific selection of workers, scientific education and development of the worker and friendly cooperation between management and labor. Taylor devised the engineering work by measuring the time required for the different movements or operations within a job, seeking to rearrange those in the ideal way, and establishing measurable standards. Thus, it created an entirely new method of management that advanced the production process. It also established basis for improving productivity that lead to lower production cost (Miller, 2010)
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