AN EVALUATION OF THE FACTORS THAT INFLUENCE THE JOB SATISFACTION LEVEL AMONG PERSONAL FINANCIAL CONSULTANT OF CIMB BANK

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UNIVERSITI UTARA MALAYSIA
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AN EVALUATION OF THE FACTORS THAT INFLUENCE THE JOB SATISFACTION LEVEL AMONG PERSONAL FINANCIAL CONSULTANT OF CIMB BANK

A Dissertation submitted to the College of Business in partial fulfillment of the requirements for the degree of Master of Science (Management)

Universiti Utara Malaysia
Sintok, Kedah, Malaysia

By

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I hereby declare that any help and contribution received in preparing this report and all resources used have been acknowledged in this research.

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ABSTRAK

Kepuasaan pekerjaan dikatakan satu daripada faktor yang menyumbang kepada pekerja berhenti. Pekerja yang berhenti akan meningkatkan kos sumber manusia. Oleh itu memahami tahap kepuasan dan faktor-faktor yang berkaitan adalah penting. Objektif kajian adalah untuk mengkaji hubungan dan kesan empat faktor; anggapan terhadap bidang tugas dan tempat kerja, tunjukajaran dari penyelia, bayaran dan peluang peningkatan karier terhadap tahap kepuasan pekerjaan.

Borang soalan kajiselidik berdasarkan ‘Job Descriptive Index’ digunakan untuk mengumpul data, dan kaedah statistik deskripsi dan Korelasi-Pearson telah digunakan untuk proses data. Keputusan kajian menunjukkan korelasi yang signifikan di antara kepuasan pekerjaan dan anggapan kepada bidang tugas dan tempak kerja. Sebaliknya, bayaran dan peluang peningkatan karier tidak menunjukkan korelasi yang signifikan terhadap tahap kepuasan pekerjaan
ABSTRACT

Job satisfaction is said to be one of the factors that lead to turnover. High turnover lead to increase in human resource cost. Thus understanding the job satisfaction level and the factors related to it is important. The objective of the study was to examine the relationship and influence of the four factors; the job and workplace expectation, coaching and guidance, compensation and pay and career growth and opportunity to the job satisfaction level. The research questionnaire based on Job Descriptive Index was used to collect data, and descriptive statistics and Pearson-Correlation analysis was performed. The result shows that there is significant correlation between job and workplace expectation and coaching and guidance to the job satisfaction. On the other hand, the compensation and pay, and career growth and opportunity had no relationship to the job satisfaction level.
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In the name of Allah the Most Gracious and the Most Merciful
All praises and due are to Allah and peace and blessings be upon His
Messenger

Praises and gratitude to the almighty Alijah, the most Gracious and the Most
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this study. The motivation lies from the Prophet saying (translated) “Seek
knowledge from the cradle to the grave”. The Prophet further says (translated)
“To spend more time in learning is better than spending more time praying; the
support of religion is abstinence. It is better to teach knowledge one hour in the
night than to pray all night”, and “Whoever seeketh knowledge and findeth it, will
get two rewards; one of them the reward for desiring it, and the other for attaining
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CHAPTER ONE

INTRODUCTION

1.0 General Overview

Job Satisfaction (JS) is one of the topics that were always discussed in the area of organizational behavior. Job satisfaction is said as one of the important factors that affect employee motivation, engagement and loyalty to the company. Survival of the company depends very much on the motivated, engaged and loyal work force, whom will supports the initiative and aspiration of the company. On the other hand, dissatisfied employee will lead to high turnover and it will be very costly to the organization.

Satisfied employees are critical for the success of any organization. This is more so when the employees are directly interact with customers. Satisfied employee will go extra miles to serve and satisfies customers, that supports the overall organization’s objectives. There are empirical evidences that shows satisfied employee positively affect the overall customer satisfaction (Homburg & Stock, 2005). This is further supported by Robbins & Judge (2007) where they had concluded that the organization with happier employee tends to be more effective. Employer must consider the wellbeing of the employee to ensure the best customer service is provided to the customer. Satisfied employee can gives tremendous effect to the customers’ satisfaction. Lately, many companies are
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REFERENCES


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