

**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 this thesis is neither submitted and accepted for any degree nor concurrently submitted in candidature of any other degree.

I hereby declare that any help and contribution received in preparing this report and all resources used have been acknowledgement 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, tunjukajar 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 mcnunjukkan korelasi yang signifikan di antara kepuasan pekerjaan dan anggapan kepada bidang tugas dan tempak kerja. Sebaliknya, bayaran dan peluang peningkatan karier tidak menujukkan 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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All praises and due are to Allah and peace and blessings be upon His
Messenger**

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Tarikh : **14 FEBRUARY 2011**
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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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