JOB SATISFACTION AND ORGANIZATIONAL LOYALTY AMONG BANK EMPLOYEES

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UNIVERSITI UTARA MALAYSIA

2010
JOB SATISFACTION AND ORGANIZATIONAL LOYALTY AMONG BANK EMPLOYEES

A project paper submitted to the College of Business in partial fulfilment of the requirements for the degree of Master of Human Resource Management

Universiti Utara Malaysia

BY:

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ABSTRACT

The purpose of this study is to examine the relationship of job satisfaction towards organizational loyalty among employees in local bank industry. This study was done among 103 employees of bank industry located at Changlun and Jitra, Kedah. The respondents were asked to rate the following questionnaires using Likert scale. After all the data gathered from the respondents, by using statistical analysis, the correlation between job satisfaction and organizational loyalty had been done. From the Pearson correlation analysis, it shows that job satisfaction is positively significant with organizational loyalty. The implications of this study indicate that the organizational loyalty has significant relationships with job satisfaction and it was discussed in this study.
ACKNOWLEDGEMENT

First of all, I would like to thank to GOD because give me a strength to finish this dissertation by the required time given. Many people deserve acknowledgement and my sincere thanks for their role in contributing to my professional and personal education during my years as Master student.

To my thesis’s supervisor, Dr. Norazuwa Bt. Mat, thank you so much because she was provided valuable advice and support at many points during the thesis process. She taught me to sharpen my thinking and writing of this thesis.

Dr. Harlida, Dr. Norasiah, Dr. Halim, Dr. Faridahwati and others senior lectures were also influential in helping me shape my professional goals and helping me during my years as a Master student in Human Resource Management (HRM).

This greatest appreciation also dedicated to my spouse, Mohamad Raffis Rahim who is always support and encouraged me to finish this study in Master HRM. Behind that, not forgotten my parents who are always conveyed their support of my desire to pursue my study in HRM.

Last but not least, this acknowledgement also to all my beloved friends as well as my course mate who are always willing to listen and encourage me when I needed encouragement. I would like to thank each one of these people for their understanding and support of me over these years.

Thank you.

Noor Hafiza Binti Zakariya
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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The interaction of people and organizations has been a subject of writing and study for about 100 years. In the early twentieth century, the relationship was openly acknowledged to be utilitarian. It means that the company's goal was to secure maximum work efficiency and profits. Meanwhile the worker's goal was to receive maximum financial reimbursement. (Marrie & Stephen, 1995).

During the second half of the century, however, the role of the organization was redefined. Buoyed by an expansionist economy and encouraged by a growing attention to the psychology of employees, firms increasingly took on human characteristics. Because of that, a great variety of benefits offered by U.S. corporations including medical, dental, life, and retirement insurance to encourage employees to view their firm as the 'Great Provider' (Marrie & Stephen, 1995).

Employees began to assume that, at least in part, the role of an organization was to take care of those it employed. In return, employees were to be trustworthy and reliable workers, placing corporate interests above personal ones when necessary. Encouraged by popular writers, and aided by peoples' natural needs and desires, the view of company as family, community, or benefactor continued largely unabated through the 1970s and 1980s.

Corporate cultures built on the notion of a reciprocal personal relationship were designed to elicit emotional attachment to the firm. According to Marrie & Stephen (1995), as one personnel manager stated, "My job is to marry them to the company". Companies portrayed themselves with strong values and desirous of mutual caring, dependency, and
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REFERENCES


