

# **A Study on Factors Influencing Call Center Employee's Job Satisfaction**

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## **DECLARATION**

I declare that this thesis has not been accepted for any degree and is concurrently submitted in candidature of any other degree.

I hereby declare that any valuable contributions and all resources have been used as an acknowledgement to this thesis research.

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## **ABSTRACT**

Although there is a much study on job satisfaction, relatively little empirical study today in Malaysia context. Thus, it emphasizes that there is still a need to conduct additional research to filling the gaps that have not been solved in the current study. The main purpose of this study was to investigate the factors affecting job satisfaction at call center. This study was conducted at Sing Tell call center. The data was collected and administered of a structured questionnaire based on the job descriptive index (JDI) and Minnesota job satisfaction questionnaire (MSQ). Questionnaires were used to obtain data for this research. A total of 169 respondents were randomly selected as the sample of study. The study showed that organizational factors such as working condition and promotion significantly affected call center employees job satisfaction. For individual factors, result showed that they are differences between male and female employees on job satisfaction. The research provided a better understanding regarding the factors affecting job satisfaction in call center.

*Keywords: job satisfaction, call center, organizational factors, individual factors.*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Job satisfaction is about the feeling of the nature of the job. In order for an organization to be successful, it must continuously ensure the satisfactorily of their employees (Berry, 1997). The happier the workers, the more satisfied they are. Satisfied worker also view as a productive worker. Organization with more satisfied employees tends to be more effective in one particular industry (Robbins & Judge, 2007). In today's world, organization realize that is it important to keep their worker satisfied as human resource is the important assets for the organization to keep their business running. With satisfied workers, they will deliver the better quality service to the customer which indirectly will increase customer satisfaction.

As for the workers, job satisfaction is important for the employees' mental health (Smith *et. al*, 1969). Upon study on job satisfaction, factor that influences the level of job satisfaction is vital to be addressed. They are many factors that influence level of job satisfaction such as the organization factor which may include working condition or anything that related to the working condition. For example: leadership style and pay. Besides working condition, personal factors such as health issue and family conflict.

In telecommunication industry, job satisfaction among employees still an issue where management pay high attention on it. This is due to the unsatisfaction among call center employees lead to high volumes of employee turnover. In the early 1990s, call

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