



**EMPLOYEES' ASPIRATION
TOWARD EMPLOYERS: A STUDY
OF VARIOUS ORGANISATIONS
IN KOTA BHARU, KELANTAN**

**A THESIS SUBMITTED TO THE GRADUATE SCHOOL IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
MASTER OF BUSINESS ADMINISTRATION
UNIVERSITI UTARA MALAYSIA**

BY

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ABSTRACT (BAHASA MALAYSIA)

Kajian ini memfokuskan kepada aspirasi pekerja – pekerja terhadap majikan mereka di Kota Bharu, Kelantan. Ia bertujuan untuk mengetahui hubungkait di antara lima dimensi pembolehubah dengan kepuasan dan motivasi pekerja terhadap pekerjaan dan organisasi mereka. Data primer untuk kajian ini diperolehi dari soalselidik yang diedarkan kepada 150 orang pekerja sektor kerajaan dan sektor swasta. Peratus soalselidik yang telah diterima adalah 77%. Hasil dari kajian ini mendapati bahawa pekerja mempunyai aspirasi utama terhadap peningkatan diri di dalam karier untuk memperolehi kepuasan dan motivasi . Aspirasi tersebut tidak berbeza dari segi jantina, jenis organisasi, tahap pendidikan dan status pekerjaan. Hasil kajian ini sangat penting kepada pihak majikan untuk mengenalpasti elemen yang dapat memenuhi keinginan para pekerja agar kadar perletakan jawatan dikurangkan bagi mengelakkan kerugian dan kehilangan dari segi intelek, kemahiran dan reputasi. Ia juga diharapkan dapat memberi panduan kepada majikan agar menyediakan persekitaran kerja yang bersesuaian dengan Islam supaya pekerja berasa sentiasa selamat.

ABSTRACT

The study focused on employees' aspiration toward their employers in Kota Bharu, Kelantan. The study attempts to investigate the relationship between the five dimensions such as self-efficacy and advancement, health and well being in workplace, rewards and benefits, training and development and empowerment with employees' satisfaction and motivation. The study utilized respondents who were randomly sampled from the public and private sectors using questionnaires. The return rate of the survey was 77%. Survey results indicated that employees' aspired self-advancement in their career as the main aspiration to gain satisfaction and motivation with regards to gender, organization type, education level and employment status. The result is important for the employers to identify elements that might fulfill their employees' needs to reduce employee turnover rate and loss of intellectual, skillful and reputable workers. It is also to provide some guidelines for the employer to offer conducive environment that suits the Islamic principles.

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The ability to accomplish this writing is due to the Most Gracious, Most Merciful, praise be to Allah s.w.t.

DEDICATION

In the name of Allah, The Most Gracious, The Most Merciful
Dedicated to Thalhah and those who sincerely strive for Islam and knowledge

TABLE OF CONTENTS

	Page
PERMISSION TO USE	i
ABSTRACT (BAHASA MALAYSIA)	ii
ABSTRACT (ENGLISH)	iii
ACKNOWLEDGEMENTS	iv
DEDICATION	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER ONE: BACKGROUND OF THE STUDY	
1.1 Introduction	1
1.2 Problem Statement	3
1.3 Objectives of The Study	4
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	5
2.1.1 Self-efficacy and Advancement	10
2.1.2 Health and well-being in workplace	11
2.1.3 Rewards and Benefits	13
2.1.4 Training and Development	16
2.1.5 Empowerment	19
2.1.6 Motivation	22
2.1.7 Satisfaction	23
2.2 Conclusion	24

	Page
CHAPTER THREE: RESEARCH METHODOLOGY	
3.1 Research Question	25
3.2 Independent and Dependent Variables	25
3.3 Theoretical Framework	26
3.4 Population and Sample	27
3.5 Questionnaire	28
3.6 Data Analysis	30
CHAPTER FOUR: RESULT OF THE STUDY	
4.1 Introduction	32
4.2 Results	32
CHAPTER FIVE: DISCUSSION AND IMPLICATIONS	
5.1 Conclusions	50
5.2 Discussion	53
5.3 Implications of Findings	54
5.4 Future Research	55
REFERENCES	57
APPENDICES:	
Appendix 1	59
Appendix 2	62

LIST OF TABLES

	Page
TABLE 4.1 : Demographic Profile	33
TABLE 4.2 : Frequency of Dimension 1	37
TABLE 4.3 : Frequency of Dimension 2	40
TABLE 4.4 : Frequency of Dimension 3	43
TABLE 4.5 : Frequency of Dimension 4	46
TABLE 4.6 : Frequency of Dimension 5	49

LIST OF FIGURES

	Page
FIGURE 3.1 :A Schematic Diagram showing the employees' Aspiration to enhance motivation and satisfaction	26
FIGURE 4.1 :Self-efficacy and advancement In Relation To Gender	34
FIGURE 4.2 :Self-efficacy and advancement In Relation To Organization Type	35
FIGURE 4.3 :Self-efficacy and advancement In Relation To Employment Status	35
FIGURE 4.4 :Self-efficacy and advancement In Relation To Education Level	36
FIGURE 4.5 :Dimension 1 – Self-efficacy and advancement	36
FIGURE 4.6 : Health and well being in workplace In Relation To Gender	37
FIGURE 4.7 : Health and well being in workplace In Relation To Organization Type	38
FIGURE 4.8 : Health and well being in workplace In Relation To Employment Status	38
FIGURE 4.9 : Health and well being in workplace In Relation To Education Level	39
FIGURE 4.10 :Dimension 2 – Health and well being in workplace	39
FIGURE 4.11 :Rewards and benefits In Relation To Gender	40
FIGURE 4.12 :Rewards and benefits In Relation To Organization Type	41

FIGURE 4.13	:Rewards and benefits In Relation To Employment Status	41
FIGURE 4.14	:Rewards and benefits In Relation To Education Level	42
FIGURE 4.15	:Dimension 3 (Rewards and Benefits)	42
FIGURE 4.16	:Training and development In Relation To Gender	43
FIGURE 4.17	:Training and development In Relation To Organization Type	44
FIGURE 4.18	:Training and development In Relation To Employment Status	44
FIGURE 4.19	: Training and development In Relation To Education Level	45
FIGURE 4.20	: Dimension 4 (Training and development)	45
FIGURE 4.21	: Empowerment In Relation To Gender	46
FIGURE 4.22	: Empowerment In Relation To Organization Type	47
FIGURE 4.23	: Empowerment In Relation To Employment Status	47
FIGURE 4.24	: Empowerment In Relation To Education Level	48
FIGURE 4.25	: Dimension 5 (Empowerment)	48

CHAPTER ONE: BACKGROUND OF STUDY

1.1 Introduction

Getting the right employees with excellent qualities are very difficult. Specialized knowledge is needed to employ someone, whom is capable to achieve the mission and vision of an organization. An individual rarely possesses ideal qualities such as hardworking, honest, innovative and creative. Therefore, several methods had been created to guide the management level to select the best candidate when recruiting. The best tool to identify the real personality of a candidate is still questionable instead of several methods had been applied. Other problems can occur after the recruitment process such as absenteeism, harassment and dissatisfaction of job. But how to overcome these problems?

Employees are people whom inherit different nurture and culture, unfortunately there is no specific method to motivate them at all times. Thus, in the field of human resource, managers are seeking new ways and information to create a conducive climate for their employees. Personal aspirations have to be matched with aspiration of the organization. Some of the solution recommended is to be observant, make personal query and listen to the complaints.

Employee aspiration is one of those terms that employees and employers think they really understand. Some of those term that employees and employers think they really understand. Some feel it is related to personal aspiration and some perceive as some kind of expectation. According to Merriam-Webster's Collegiate Thesaurus (2001), aspiration is a strong desire for advancement or something high. Therefore, employee aspiration refers to workers' desire to achieve their goals and ambition within an organization.

In this new century, employees' aspiration has been influenced by many factors; internal and external. This can be described by using Herzberg's two-factor theory. Employees are trying to achieve the utmost potential outcome within the organisation's capacity. Due to technology advancement, they are looking for something new and challenging to fit their desires. As a result, the organization's core competencies will be having personnel with the spirit of loyalty and always enhanced the reputation of the organization. Aspirations of an individual employee are different as it really depends on intrinsic and extrinsic factors.

In conjunction to this, a study has been carried out to identify the employee aspirations with regards to the current environment in Kota Bharu, Kelantan Darul Naim. At present, the opposition party with Islam as the ultimate vision and mission leads Kelantan. The study was focused to employees in the private and public sector organizations in Kota Bharu, Kelantan.

This paper seeks to identify what are employees' aspirations factors toward their employers. The result will help employers to identify the best candidate with

equivalent mission and goals of the organization to fulfill the vacant position. Moreover this enables the organization to avoid intellectual and skillful losses of employees.

Therefore, a study was conducted to determine what are the aspiration of employees toward the employer so that they might gain satisfaction and motivation to improve productivity and loyalty to their employer.

1.3 Problem Statement

Nowadays, present workers have absolute expectations and aspirations towards the workplace and the management itself. They look for something unique, interesting and flexible. Further this means integrating employee beliefs about work, family, people and community-shared vision that guides the company. Employees who see their aspirations in the company vision because they have the opportunity to put them there are more likely to give their best (Calabria ,1995).

The present employees work aspiration is exciting and entertaining, therefore it invites creative responses to the market condition. They are willing to accept critiques and comments from the supervisor towards achieved the organization's goals. Programs such as gain sharing, open-book management and self-managed teams connect individual behavior to company's performance in ways that satisfy and motivate. This approach encourages employees to add value to each other's work.

Some researchers found that the key motivators to work harder are work environment, salary, health, and safe, fun and challenging work situations. However, different employees possess different perception towards aspiration and effective motivation can be accomplished only on a personal basis.

1.1 Objectives Of The Study

The overall objective of this research is to determine the aspirations of employees towards their employer in private and public organization in Kota Bharu, Kelantan. Further, it is to identify if the factors of aspirations are fulfilled, then the workers are motivated and satisfied to work in the organization.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The research is to examine whether the listed factors related to the employees' aspirations are significant for the present study. The factors are:

- ◆ Self-efficacy and advancement
- ◆ Healthy and well-being working condition
- ◆ Reward and benefits
- ◆ Training and development
- ◆ Empowerment

The framework is based on these theories:

- Maslow's Hierarchy of Needs (Behavior In Organizations, 6th ed.,1997)
- Herzberg's two-factor theory (Behavior In Organizations, 6th ed.,1997)

Maslow's theory specifying that there are five human needs:

- Physiological needs - the most basic needs and these refer to satisfying fundamental biological drives such as food, clothes and shelter. To satisfy such needs, employer must provide employees with a salary that allows them to afford adequate living conditions.

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