A STUDY OF WORKFORCE DEMOGRAPHERS AND JOB SATISFACTION

LOH HUI SZU

MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA
2012
A STUDY OF WORKFORCE DEMOGRAPHICS
AND JOB SATISFACTION

By
LOH HUI SZU

Thesis submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Fulfillment of the Requirements for the Degree of Master of Human
Resource Management
PERMISSION TO USE

In presenting this dissertation in partial fulfillment of the requirements for a postgraduate degree from University Utara Malaysia, I agree that University Library take it a freely available for inspection. I further agree that permission for copying of this dissertation in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor(s) or, in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business. It is understood that any copying or publication or use of this dissertation or parts thereof for financial gain shall not be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my dissertation.

Requests for permission to copy or to make other use of materials in this dissertation, in whole or in part should be addressed to:

Dean Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman
Kajian ini mengkaji perhubungan demografi pekerja dengan kepuasan pekerjaan di Resorts World Bhd, Wisma Genting, Kuala Lumpur. Tujuan utama kajian ini adalah untuk mengkaji kepuasan pekerjaan yang dipengaruhi oleh factor demographics seperti umur, jantina, pangkat, tahap pendidikan and pendapatan.


Di akhir kajian ini, keputusan yang signifikan telah diperolehi bagi membantu pihak majikan memahami perhubungan di antara kepuasan pekerjaan dengan factor-faktor demographics and membantu dalam process pengambilan kekerja.
ABSTRACT

This study examines the relationships between workforce demographics and employees’ job satisfaction at Resorts World Bhd in Wisma Genting, Kuala Lumpur. This main purpose of this research was to see the demographics factors influence an individual’s job satisfaction such as age, gender, occupation level, education level and income.

This study was done over 60 respondents which consisting the employees at Resorts World Bhd at Wisma Genting, Kuala Lumpur. Survey method using questionnaire was used to obtain data from respondents.

The results show that there is significant relationship between the workforce demographics and employee’s job satisfaction. This research should help the employer understand the relationship between job satisfactions has with the workforce demographics and helps in recruitment.
ACKNOWLEDGEMENT

I wish to express my deepest gratitude to Universiti Utara Malaysia and my supervisor, Dr. Norazuwa and also to those who have contributed directly and indirectly to this project paper. I am also grateful to all lecturers those who have enhanced my knowledge in the course of my study.

There are also many persons who made the completion of this study available. I express great appreciation to all my friends and colleagues for their help, understanding and guidance during the process of preparing this dissertation.

I would also extend my gratitude to all the entire employees of Resorts World Bhd at Wisma Genting for giving me cooperation during the data collection of this dissertation. Once again thank you to all.
# TABLE OF CONTENT

PERMISSION TO USE \hspace{1cm} i  
ABSTRAK \hspace{1cm} ii  
ABSTRACT \hspace{1cm} iii  
ACKNOWLEDGEMENT \hspace{1cm} iv  
TABLE OF CONTENTS \hspace{1cm} v - vi  
LIST OF TABLE \hspace{1cm} vi  
LIST OF FIGURE \hspace{1cm} vi  

## CHAPTER 1: INTRODUCTION

1.1 Background of Study \hspace{1cm} 1 - 2  
1.2 Problem Statement \hspace{1cm} 2 - 3  
1.3 Organization of Study – Resorts World Bhd. \hspace{1cm} 3 - 4  
1.4 Research Objective \hspace{1cm} 4  
1.5 Research Questions \hspace{1cm} 5  
1.6 Significance of The Study \hspace{1cm} 5 - 6  
1.7 Scope of Study \hspace{1cm} 6  
1.8 Definition of Terms \hspace{1cm} 7 - 8  
1.9 Summary \hspace{1cm} 8  

## CHAPTER 2: LITERATURE REVIEW

2.1 Introduction \hspace{1cm} 9 - 10  
2.2 Job Satisfaction \hspace{1cm} 10 - 15  
2.3 Theory of Job Satisfaction  
\hspace{1cm} 2.3.1 Maslow Hierarchy \hspace{1cm} 15 - 16  
\hspace{1cm} 2.3.2 Herzberg’s Two Factor / Motivator Hygiene Theory \hspace{1cm} 16 - 18  
\hspace{1cm} 2.3.3 Measurement of Job Satisfaction \hspace{1cm} 18 - 21  
2.4 Theoretical Framework \hspace{1cm} 21 - 22  
\hspace{1cm} 2.4.1 Age and Job Satisfaction \hspace{1cm} 22 - 24  
\hspace{1cm} 2.4.2 Gender and Job Satisfaction \hspace{1cm} 25 - 26  
\hspace{1cm} 2.4.3 Occupation Level and Job Satisfaction \hspace{1cm} 27  
\hspace{1cm} 2.4.4 Education Level and Job Satisfaction \hspace{1cm} 28  
\hspace{1cm} 2.4.5 Income and Job Satisfaction \hspace{1cm} 29 - 30  
2.5 Summary \hspace{1cm} 31
CHAPTER 3 : METHODOLOGY

3.1 Introduction 32
3.2 Type of Study 32
3.3 Population and Sampling Design 32 – 33
3.4 Population and Sampling Technique 33 – 34
3.5 Data Collection Technique 34 – 35
3.6 Research Instrument 35 – 36
3.7 Data Analysis Technique 36 – 37
3.8 Summary 37

CHAPTER 4 : RESEARCH FINDINGS

4.1 Introduction 38
4.2 Profile of Respondents 38 – 39
   4.2.1 Age 39 – 40
   4.2.2 Gender 41
   4.2.3 Occupation Level 42
   4.2.4 Education Level 43
   4.2.5 Income 44
4.3 The Correlation between the Independent Variable and the Dependent Variable
   4.3.1 Correlation between Age and Job Satisfaction 45
   4.3.2 Correlation between Gender and Job Satisfaction 46
   4.3.3 Correlation between Occupation Level and Job Satisfaction 46 - 47
   4.3.4 Correlation between Education Level and Job Satisfaction 47 - 48
   4.3.5 Correlation between Income and Job Satisfaction 48 - 49
4.5 Summary 49

CHAPTER 5 : DISCUSSION AND RECOMMENDATION

5.1 Introduction 50
5.2 Discussion and Major Findings 50 - 53
5.3 Recommendation 53 – 58
5.4 Limitations of the Study 58 - 59
5.5 Summary 59

REFERENCES

APPENDIX A
LIST OF TABLE

Table 2.1 : Maslow Hierarchy Needs 15
Table 3.1 : Distribution of Employees 33
Table 4.1 : The Response Rate (n=60) 38
Table 4.2 : Respondents’ Department 39
Table 4.3 : Age Frequency Table 40
Table 4.4 : Gender Frequency Table 41
Table 4.5 : Occupation Level Frequency Table 42
Table 4.6 : Education Level Frequency Table 43
Table 4.7 : Income Frequency 44
Table 4.8 : The Correlation between Age and Job Satisfaction 45
Table 4.9 : The Correlation between Gender and Job Satisfaction 46
Table 4.10 : The Correlation between Occupation Level and Job Satisfaction 47
Table 4.11 : The Correlation between Education Level and Job Satisfaction 48
Table 4.12 : The Correlation between Income and Job Satisfaction 48 - 49
Table 5.1 : Recapitulating the Job Satisfaction Findings 51

LIST OF FIGURE

Figure 2.1 : Theoretical Framework 21
Figure 4.1 : Age Frequency Graph 40
Figure 4.2 : Gender Frequency Graph 41
Figure 4.3 : Occupation Level Frequency Graph 42
Figure 4.4 : Education Level Frequency Graph 43
Figure 4.5 : Income Frequency Graph 44
CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Is job satisfaction important? Initially, this question may seem to have an obvious answer. After all, it seems eminently logical that a happy employee is a “better” employee, which is often defined as a “more productive” employee.

Employees are important for organizational success and competitiveness. For almost one hundred years, employees’ job satisfaction has been targeted by researcher. No matter in what industry, job satisfaction is an important component of employees’ lives that can impact on productivity and performance, quality, retention and turnover, commitment to the organization.

The origin of these studies dates back to at least 1911, when Taylor began to study employees and their job duties to develop better ways to train workers. Seven years later, the interest in job satisfaction had clearly arrived when Edward Thorndike examined the link between work and satisfaction in the Journal of Applied Psychology in 1918. Some experts in the field suggest that the study of job satisfaction can be traced back almost 200 years, when the industrial revolution had begun to blossom in the United States.
The contents of the thesis is for internal user only
REFERENCES


