

**STUDY ON THE INTENTION FACTORS TO QUIT AMONGST
CUSTOMER SERVICE REPRESENTATIVE (CSR) IN TM POINT:
A CASE IN TMPOINT IN KLANG VALLEY**

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**UNIVERSITI UTARA MALAYSIA
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SERVICE REPRESENTATIVE (CSR) IN TM POINT:
A CASE IN TMPOINT IN KLANG VALLEY**

**A thesis submitted to the College of Business
in partial fulfillment of the requirements for the degree
Master of Science (Management)
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BY

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I certify that all the supports and assistance received in preparing this project paper and all the sources abstracted have been acknowledge in this stated project paper.

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ABSTRACT

Customer service representative (CSR) plays the important role within the operation of service organization orientation. However, the turnover among CSR is high in the most countries. Thus, the organization need to take into consideration the factors like human resources practice, organizational Climate, and job satisfaction which will cause the tendency of CSRs to find other job which fulfilling their needs. Therefore, the purpose of this study is to identify the relationship and influence of three independent variables which is human resource management practices, organizational climate and job satisfaction on intention of employees to leave the organization as dependent variable. This study is implemented by covering 73 of CSRs who are working in TMpoint in Klang Valley. Mean, Standard Deviation, Pearson Correlation and Linear Regression are used to achieve the research objectives. The mean analysis shows the level of employees' agreement on HRM practices; organizational climate and job satisfaction are moderate. The Pearson Correlation result shows that there is very high positive significant relationship between HRM practices and job satisfaction on employees' intention to quit. While, the linear regression analysis shows that the job satisfaction factor is the most influential factor ($\beta = .832$, $p = .000$) on intention of employees to quit from TMpoint Klang Valley. This study proposes that to reduce the intention of CSRs to quit, TMpoint in Klang valley need to review the HRM practices factor and job satisfaction in their organization.

ABSTRAK

Wakil khidmat pelanggan (CSR) memainkan peranan yang penting dalam operasi sesebuah organisasi yang berorientasikan perkhidmatan. Namun begitu, kadar lantik henti di kalangan CSR adalah tinggi dikebanyakan Negara. Justeru, organisasi perlu mempertimbangkan faktor-faktor seperti amalan sumber manusia, persekitaran organisasi dan kepuasan kerja yang akan menyebabkan CSR cenderung untuk berhenti bagi mencari pekerjaan lain yang memenuhi keperluan mereka. Oleh itu, kajian ini bertujuan mengenalpasti hubungan dan pengaruh tiga pemboleh ubah bebas iaitu amalan pengurusan sumber manusia, persekitaran kerja dan kepuasan kerja ke atas keinginan pekerja meninggalkan organisasi iaitu bertindak sebagai pemboleh ubah terikat. Kajian ini dijalankan secara kajian lapangan meliputi 73 CSRs yang bekerja di TMpoint Lembah Klang. Ujian analisis min, standard deviation, korelasi Pearson dan Linear Regression digunakan bagi mencapai objektif kajian. Analisis min menunjukkan bahawa tahap persetujuan pekerja terhadap amalan pengurusan sumber manusia, persekitaran kerja dan kepuasan kerja adalah pada tahap sederhana. Hasil analisis korelasi Pearson mendapati bahawa terdapat hubungan positif yang amat kuat dan signifikan antara faktor amalan pengurusan sumber manusia dan kepuasan kerja ke atas keinginan untuk berhenti. Manakala analisis regrasi linear menunjukkan bahawa faktor kepuasan kerja merupakan faktor yang paling berpengaruh ($\beta = .832, p = .000$) ke atas keinginan untuk berhenti dari TMpoint Lembah Klang. Kajian ini mencadangkan bahawa untuk mengurangkan keinginan CSRs daripada berhenti, TMpoint di Lembah Klang perlu melihat semula faktor praktis sumber manusia dan kepuasan pekerja di organisasi mereka.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Customer service representative (CSR) turnover has been a big issue in the service organization nowadays and it will spurs many negative consequences to the organizations such as tarnished image, high cost due to re-staffing, re-training and other re- (Siong, Mellor, Moore, & Firth, 2006; Sutherland, 2002), and declining productivity (Bigliardi, Petroni, & Dormio, 2005). There are countless studies done to investigate the factors motivating employees to leave organizations. Park & Kim (2009), Cohen & Golan (2007), Siong (2006), Poon (2004) and Elangovan (2001) found that the intention to quit is influenced by the job satisfaction. By looking at the study conducted by Park & Kim (2009) and Cameli (2005), the employees intention to quit is influenced by the organizational culture, while the study conducted by Normala (2006) found that human resources management practice influenced the employees intention to quit.

It is important for the service organization to give specific attention to HRM practices on CSRs in order to maintain a good performance and the quality of service offered¹.

1 HRM and Customer Service
http://www.articlealley.com/article_1675475_15.html
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