

**INFLUENCE OF LEADERSHIP BEHAVIOR,
ORGANIZATIONAL CULTURE AND
ORGANIZATIONAL COMMITMENT ON EMPLOYEE
TURNOVER INTENTION**

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TURNOVER INTENTION**

By

CHUTIKAN PHETKAEW

**Thesis Submitted to
School of Business Management
Universiti Utara Malaysia,
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ABSTRACT

This study investigates the relationship between leadership behavior, organizational culture on turnover intention among employees in local Thai companies and multinational companies (MNCs) in Thailand. It also examines the role of organizational commitment as a mediator on the relationship between leadership behavior, organizational culture and turnover intention. Data are collected through questionnaires, from 1,650 respondents, 8 companies in Songkhla, Province Thailand. This research adopted several analytical approaches to analyze the data. Through a factor analysis found leadership behavior is reflected into single dimension, labeled as leadership behavior. The organizational culture is reflected into four dimensions namely; hierarchical, rational, teamwork, and reward and recognition, the organizational commitment is reflected into three dimensions: affective commitment, continuance commitment and emotional attachment commitment. The multiple regression and hierarchical multiple regression analyses are used in testing the hypothesis. The results of this study find that the direct relationship between leadership behavior and turnover intention is found to be significantly different between employees in local Thai companies and MNCs. However, the direct relationship between organizational culture and turnover intention is not significantly different between employee in local Thai companies and MNCs. Furthermore, the results of hierarchical multiple regression show that organizational commitment mediates the relationship between leadership behavior, organizational culture and turnover intention are significantly different among employees in local Thai companies and MNCs. The implication of this study is that managers should recognize the behavior of leadership in which the behavior that able to motivate the level of employee commitment to organization and reduce employee turnover intention.

Keywords: leadership behavior, organizational culture, organizational commitment, turnover intention

ABSTRAK

Kajian ini menyiasat hubungan antara tingkah laku kepimpinan, budaya organisasi terhadap hasrat perolehan dalam kalangan pekerja di syarikat-syarikat tempatan Thai dan syarikat multinasional (MNC) di Thailand. Ia juga mengkaji peranan komitmen organisasi sebagai pengantara kepada hubungan antara tingkah laku kepimpinan, budaya organisasi dan hasrat perolehan. Data dipungut melalui soal selidik daripada 1,650 orang responden, 8 buah syarikat di Wilayah Songkhla, Thailand. Kajian ini mengambil beberapa pendekatan analitikal untuk menganalisis data. Melalui satu faktor analisis, didapati tingkah laku kepimpinan tercermin ke dimensi tunggal, dilabelkan sebagai tingkah laku kepimpinan. Budaya organisasi tercermin dalam empat dimensi iaitu; hierarki, rasional, kerjasama, dan ganjaran dan pengiktirafan. Komitmen organisasi pula tercermin dalam tiga dimensi: komitmen afektif, komitmen berterusan dan komitmen lampiran emosional. Analisis regresi berganda dan analisis regresi berganda hierarki digunakan dalam menguji hipotesis. Hasil kajian ini mendapati bahawa hubungan langsung antara tingkah laku kepimpinan dan hasrat perolehan menunjukkan perbezaan yang ketara di antara pekerja dalam syarikat-syarikat tempatan Thai dan syarikat multinasional. Walau bagaimanapun, hubungan langsung antara budaya organisasi dan hasrat perolehan tidak mempunyai perbezaan yang ketara antara pekerja dalam syarikat-syarikat tempatan Thai dan syarikat multinasional. Tambahan pula, keputusan regresi berganda hierarki menunjukkan bahawa komitmen organisasi menjadi pengantara dalam hubungan antara tingkah laku kepimpinan, budaya organisasi dan hasrat perolehan dan didapati jauh berbeza dalam kalangan pekerja di syarikat-syarikat tempatan Thai dan syarikat multinasional. Implikasi kajian ini adalah pengurus harus mengenali tingkah laku kepimpinan yang dapat memberi motivasi kepada tahap komitmen pekerja kepada organisasi dan mengurangkan hasrat perolehan pekerja.

Kata kunci: tingkah laku kepimpinan, budaya organisasi, komitmen organisasi, hasrat perolehan

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LIST OF ABBREVIATIONS

MNCs	Multinational Company
AFTA	ASEAN Free Trade Area
HR	Human Resource
PCA	Principle Component Analysis
KMO	Kaiser Meyer Olkin
SD	Standard Deviation
VIF	Variance Inflation Factor

CHAPTER ONE

BACKGROUND OF THE RESEARCH

1.1 Introduction

Employees are the most valuable assets in the organization (Gul, Ahmad, Rehman, Shabir, & Razzaq, 2012; Lee, 1999; Voon, Lo, & Ayob, 2011). Many successful organizations have strategies to look after their employees, such as good pay, attractive work environment, and profit sharing systems. They motivate employees for high productivity and retention with the organization. Normally, employees will remain in the organization if they have a feeling of commitment to the organization.

Research on employee turnover has been one of the most important topics in organizational research over the last 50 years (Holtom, Mitchell, Lee, & Eberly, 2008; Lee, Chen, Wang, & Dadura, 2010; Maertz & Campion, 2004; Maertz & Kmitta, 2012). However, nowadays employee turnover is a nightmare in many organizations (Lee *et al.*, 2010). When an employee leaves, the organization suffers more than just the cost of recruiting and training a newcomer; they also lose the work continuity and productivity, as well as suffer from poor organizational morale and image (Koh & Goh, 1995; Balsam, Gifford, & Kim, 2007). Employee turnover can be a serious problem for organizations, especially, when good employees leave. From the organizational perspective, employee turnover can result in increased cost of hiring and training, lost revenues, and erosion of customer relationship.

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