THE RELATIONSHIP BETWEEN SERVICESCAPE ELEMENTS TOWARDS
JOB SATISFACTION ON EMPLOYEES AT MALAYSIA MARINE HEAVY
ENGINEERING SDN BHD

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- This work has not previously been accepted in substance for any degree, locally, or overseas, and is not being concurrently submitted for this degree or any other degrees.

- This project-paper is the result of my independent work and investigation, except where otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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ABSTRACT

The title of this research is “The Relationship Between Servicescape Elements Towards Job Satisfaction on Employees at Malaysia Marine Heavy Engineering Sdn Bhd”. The main objective of this research is to identify the relationship among ambient condition, space and functionality and sign and symbol towards job satisfaction in Supply Chain Management of MMHE. Four independent variables are identified, that influence job satisfaction, which are ambient condition, space and functionality and sign and symbol. In order to complete the research, three hypotheses were constructed, focusing on the determining the influence of the independent variables towards dependent variables. A total of 85 employees had participated, from 140 total of employees, using non-probability sampling that is convenient sampling. This study used primary data collection namely questionnaire and secondary sources. The data obtained were analyzed using SPSS to determine the reliability test, descriptive statistical test, Pearson Correlation coefficient, and regression testing. The finding shows that ambient condition and sign and symbol have positive and significantly influence job satisfaction. However, there is no relationship between space and functionality towards job satisfaction. Thus two hypotheses failed to reject and one hypothesis was not supported.