



**EXPLORING THE FACTORS AFFECTING ORGANIZATIONAL
EFFECTIVENESS IN T.A.G MARINE SDN. BHD. (TMSB)**

NUR AMIRA BINTI ZULKEFLI

2014678252

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

JULY 2017

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

I, Nur Amira Binti Zulkefli, (I/c Number: 950520065350)

Hereby, declare that:

- 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.

Signature: _____

Date: 7th July 2017

TABLE OF CONTENTS

	PAGES
FRONT COVER	
PAGE TITLE	ii
LETTER OF DELARATION	iii
LETTER OF SUBMISSION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURE	xi
ABSTRACT	xii
CHAPTER 1: INTRODUCTION	
1.0 Background of Study	1
1.1 Background of Company	2
1.2 Statement of Problem	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Scope of Study	5
1.6 Significance of Study	5
1.6.1 To employees	5
1.6.2 To the researcher	5
1.6.3 To industry players	6
1.7 Definition of Key Terms	6
1.7.1 Organizational Effectiveness	6
1.7.2 Employee Engagement	6
1.7.3 Leadership	6
1.7.4 Organizational Capabilities	7
1.7.5 Organizational Communication	7
1.8 Chapter Summary	7

CHAPTER 2: LITERATURE REVIEW

2.0	Introduction	8
2.1	Organizational Effectiveness	8
2.2	Leadership	11
2.3	Employee Engagement	13
2.4	Organizational Capabilities	15
2.5	Organizational Communication	18
2.6	Hypothesis Development	20
2.7	Chapter Summary	22

CHAPTER 3: RESEARCH METHODOLOGY

3.0	Introduction	23
3.1	Research Design	23
3.1.1	Time Horizon	23
3.1.2	Unit of Analysis	24
3.2	Population	24
3.3	Sampling Design	24
3.3.1	Sampling Frame and Sampling Location	24
3.3.2	Sampling Size	25
3.3.3	Sampling Elements	26
3.3.4	Simple Random Sampling	26
3.4	Data Collection Method	26
3.4.1	Primary Data	26
3.4.2	Secondary Data	27
3.5	Instrumentation	27
3.6	Structured Questions	28
3.7	Data Analysis	29
3.7.1	Reliability	29
3.7.2	Frequencies Analysis	30

ABSTRACT

Organizational effectiveness is an important topic to be studied either by researchers or businessmen. Some organizations have several factors affecting the effectiveness of their company. This study aims to explore the factors that affect organizational effectiveness in T.A.G. Marine Sdn. Bhd. (TMSB). The researcher chose to use four independent variables that may affect organizational effectiveness which are leadership, employee engagement, organizational capabilities and organizational communication.

Questionnaires were distributed to 75 employees as the appropriate sample size is 70. This is to be safe when eliminating foul questionnaires from the respondents (if any). The researcher chose simple random sampling techniques for this study. All the quantitative data obtained from this research study were analyzed by the Statistical Package for the Social Sciences Software (SPSS) version 20. The results from this study including the conclusions and recommendations will help future researchers to explore the factors of organizational effectiveness in more detailed and accuracy.

Keywords: organizational capabilities, organizational communications, organizational effectiveness