



اُنْدِيُوْ مَرْسِيْ اِتَكْنُوْلُوْ كِنِيْ فَاِمَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND  
WORK ATTITUDE. AN EXAMINATION AMONG EMPLOYEES AT  
AL-IKHSAN SPORTS SDN.BHD**

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BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS  
(HUMAN RESOURCE MANAGEMENT)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA

JANUARY 2014



اُنْدِسْتَرِيْ تِكْنُوْلُوْجِيْ مَآرَا  
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**DECLARATION OF ORIGINAL WORK**

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) HUMAN RESOURCE MANAGEMENT

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

**“DECLARATION OF ORIGINAL WORK”**

I am certify that this research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledge in accordance with the standard referring practices of the discipline.

.....

DATE: JANUARY 2014

SHARIFAH NOOR SHUHADA BINTI TUAN SIDI

(2010586693)

## LETTER OF SUBMISSION

JANUARY 2014

The Head of Program

Bachelor of Business Administration (Hons) Human Resource Management

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND WORK ATTITUDE. AN EXAMINATION AMONG EMPLOYEES AT AL-IKHSAN SPORTS SDN.BHD**” to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

SHARIFAH NOOR SHUHADA BINTI TUAN SIDI

(2010586693)



اُنْدِيْفُورْسِيْتِي تِكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**APPROVAL**

**DEVELOPMENT OF FINAL YEAR  
INDUSTRIAL TRAINING REPORT**

**BY**

**SHARIFAH NOOR SHUHADA BINTI TUAN SIDI  
2010586693**

This thesis was prepared under the direction of thesis advisor, Sir Maz Izuan bin Mazalan. It was submitted to the Faculty of Business Management and was accepted in partial fulfillment of the requirements for the Bachelor of Business Administration (Hons) Human Resource Management.

Approved by: .....

Sir Maz Izuan bin Mazalan  
(Thesis Advisor)

Date:

January 2014

## **Abstract**

This research is making to find the relationship of emotional intelligence towards work attitude among employees at Al-Ikhsan Sports Sdn Bhd. The research is making when the researcher find out that the employees at Al-Ikhsan Sports Sdn Bhd as a retailer company have the attitude problems such as absenteeism and turnover. The researcher also found the journals that reinforce the research that retailer companies always have the work attitude problem such as turnover and absenteeism. There are two research objectives and two research questions in this research that needed the researcher to find the relationship of the emotional intelligence toward work attitudes and the most influence factor of emotional intelligence toward the work attitudes. The work attitude as a dependent variable and three competencies of emotional intelligence that are self awareness, social awareness and self management are found out. The researcher is use the probability sampling that is simple random sampling as a sample technique. The population that is making is focused on male and female employees at Al-Ikhsan Sports Sdn. Bhd. The researcher is making the ranking for the total of a finding. The ranking is based on the result of reliability analysis, descriptive statistic, pearson correlation and coefficient of regression. The researcher found that self management is on the first ranking followed by self awareness and social awareness. The most influential factor that are been found out by this research is self management. The researcher also makes some recommendation for the future researcher and the management of the company.