



**A STUDY ON THE PERFORMANCE MEASUREMENT OF THE  
SERVICE EMPLOYEE IN BANKING INDUSTRIES: SECURITIES  
SERVICES OF SCOPE INTERNATIONAL (M) SDN BHD**

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MELAKA**

**APRIL 2010**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, MELAKA**

**APRIL 2010**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
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**“DECLARATION OF ORIGINAL WORK”**

**I, Tengku Ahmad Faris B. Tengku Ismail, (850525036155)**

**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 :**

## **LETTER OF SUBMISSION**

**30 April 2010**

**The Head of Program**

**Bachelor of Business Administration (Hons) International Business**

**Faculty of Business Management**

**Universiti Teknologi MARA**

**MELAKA**

**Dear Madam,**

**SUBMISSION OF PROJECT PAPER**

**Attached is the project paper titled “A STUDY ON PERFORMANCE  
MEASUREMENT OF SERVICE EMPLOYEE IN BANKING INDUSTRIES: SECURITIES  
SERVICES OF SCOPE INTERNATIONAL (M) SDN BHD” to fulfill the requirement as  
needed by the faculty of Business Management, University Teknologi MARA.**

**Thank you**

**Yours sincerely**

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**Bachelor of Business Administration (Hons) International Business**

## **ABSTRACT**

The study highlights the measurement of employee's performance in the banking sector such as Scope International (M) Sdn Bhd in ensuring the quality and efficiency of the employees in order to convince the customer about the capability of the bank to provide services as their promise. The scope of this study is focusing on how the organization measures the performance of their service employees in order to maintain and increase the productivity and at the same time to generate the competent employees, and ultimately improves the quality of their services. These study however, focusing only on Securities Services Operations instead of studying for the whole organization. In this study the researcher was studied and analyzes the data related for year 2009.

Measurement of the employee's performance in service sectors can be differing from the measurement of performance for employees who work in manufacturing or industrial sectors. For instance, in manufacturing industry, employees' performance can be measured by looking at the number of products that can be produce in a certain period of time. So, this situation explains that the best practices of performance measurement is needed in enhancing the quality of services and at the same time can improve the performance of the employees in providing the service using the right way in order to ensure customer satisfaction.