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THE REASONS OF EMPLOYEES' RELUCTANCE TO WORK AT
THE FRONTLINE SERVICE:
A STUDY AT JABATAN PENDAFTARAN NEGARA
OF KOTA KINABALU BRANCH

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DECLARATION

I hereby declare that the work contained in the research proposal is my own expect those which have been duly identified and acknowledged.

Signed


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ABSTRACT

This study aims to study the reasons for employees' reluctance to work in the frontline service, to identify whether there is a significant difference in reluctance between gender and year of services; and to provide suggestions and recommendations to the management ways to improve the employee involvement in the frontline service. There are four categories that are lack of training, poor communication, poor leadership and lack of rewards. Most of the respondents answer is neutral due to scared to disclose the reality that being faced by them. However respondents disagree whether they received sufficient training programme needed to work at frontline service. Thus, they are not confident and lack of knowledge to perform their job. The Chi-Square test result shows that gender and year of services has significant effect on employees' reluctance to work at frontline service.