



إِنِّي نَسِيتُ أَنْ أَتَكُونُوا لَوْ كُنِيَ فَايْرًا
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RESEARCH REPORT

**A STUDY ON LEARNING ORGANIZATION APPLICATION AMONG EMPLOYEES IN
THE COUNTER SERVICE IN KOTA KINABALU CITY HALL**

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THE DECLARATION

We hereby declare that the work contained in this report is original and our own except those which have been duly identified and acknowledged. If we later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UITM's rules and academic regulations.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Learning Organization has become the buzzword in management. This is due to the nature of Learning Organization that emphasize on knowledge and continuous learning. Nonaka (1991) implies knowledge is important these days especially in building human capital that will help to improve the performance of organization. This can be the competitive advantage of Kota Kinabalu City Hall (KKCH) if it applies the concept of Learning Organization. Knowledge facilitates Learning Organization and without knowledge learning cannot be done. According to Ortenbald (2004), Learning Organization is where an organization facilitates the learning of its members and continuously transforms itself. In this research, we want to study on the application of Learning Organization among the counter service employees at KKCH. This will help us to find the relationship of Learning Organization and the performance of counter service employees.

Kota Kinabalu City Hall (KKCH) is a local council which administers the city of Kota Kinabalu, Sabah, Malaysia. In the government structure it is under the Chief Minister's Department. Kota Kinabalu City Hall wide function is to deliver services to the public. So, it is crucial for Kota Kinabalu City Hall to have a better service delivery. Hence, one of the key factors for a good service delivery would be the superior job performance of employees. We believe that the front line or the counter service employees are the pivotal actors in ensuring a good service delivery.