



**FACTOR OF REWARD SYSTEM AFFECT EMPLOYEE PERFORMANCE:
CASE OF CELCOM BERHAD BRANCHES IN MALAYSIA**

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JOHOR

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DECLARATION OF ORIGINAL WORK




**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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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.

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LETTER OF TRANSMITTAL

28 June 2018

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factor of Reward System Affect Employee Performance: Case of Celcom Berhad Branches in Malaysia" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

In a competitive business environment, the concept of reward system and employee performance has become a popular point of discussion in many successful organization. Companies need to review their reward system in order to improve employee performance, increase productivity and to stay competitive. Celcom Berhad had faced with employee turnover problem since 2010 until now due to variety of reasons and mostly related to reward system. The target set by the management is said to be ridiculous and unachievable. Employee feels like what they get is really not worth with their hard work. Since telecommunication industry is very competitive nowadays with technology advancement with stronger competitors like Maxis and UMobile, there were also talented and experienced employees were approached by other telecommunication company to work with them with higher basic salary and other benefits and incentives. The main purpose of this research is to find out the elements of reward system that influence employee performance. This study in assessment of this problem adopted descriptive research design using quantitative methodology and a survey strategy carried out among employees at Celcom Berhad in order to assess these. The factors involved in this study are job promotion, monetary reward and incentives. 127 sets of questionnaire were distributed and collected back from respondents in order to explore and analyse their opinions on these topics. Overall, at the end of this study, the result has shown all the independent variables are significant with the dependent variable that is job promotion, monetary reward and incentives.

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