

**THE RELATIONSHIP BETWEEN WORK ETHICS AND JOB  
PERFORMANCE AMONG GENERATION Y EMPLOYEES AT A  
PUBLIC SECTOR IN KOTA SAMARAHAN**

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**JULY 2019**

## **TABLE OF CONTENTS**

ACKNOWLEDGMENT .....	iii
LIST OF TABLES .....	iv
LIST OF FIGURES .....	v
LIST OF APPENDICES.....	vi
CHAPTER 1 .....	1
INTRODUCTION .....	1
Background of the Study .....	1
Statement of the Problem.....	4
Research Objectives.....	5
Research Questions.....	6
Significance of the Study.....	6
Limitations of the Study.....	7
CHAPTER 2 .....	10
LITERATURE REVIEW .....	10
Work Ethic.....	10
Integrity.....	12

## **ACKNOWLEDGMENT**

First of all, we would like to express our gratitude to Almighty God for enabling us to complete this project paper to fulfill the requirements of Research Methods course with the code ASM601. A special thanks to our lecturer Dr. Norlina Mohamed Noor also our supervisor Madam Susana William Jalil whose contribution in stimulating suggestions and encouragement, for letting us understand the concepts and the ways to interpret it in real life situations. Unlimited opinion and examples was given in order to let us understand well among the topics in order to give us the chance to interpret it in the research project. In every phase of the project the supervision and guidance shaped this project paper to be completed efficiently.

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July, 2019

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## **CHAPTER 1**

### **INTRODUCTION**

This chapter describes the study background, problem statements, research objectives, and research questions, significant, limitations of study as well as definition of terms used.

#### **Background of the Study**

In 1982, Tun Dr Mahathir introduced the Look East Policy which had attracted a lot of investors from Japan. At the same time, this policy also taught Malaysian of work ethics of the Japanese's. As the result, it has developed within Malaysian the sense of performing their task to their utmost best. Although some senior citizens have bitter memories of the Japanese occupation, Malaysian has to learn from Japanese, how they rebuilt their country after World War 2 (Murty, 2018).

Currently, Malaysia is gearing up towards the Fourth Industrial Revolution (IR 4.0) which will bring with it big impact. For example, the IR 4.0 will change how we live, work and communicate with one another (Shahroom & Hussin, 2018). Hence, this revolution will change the way employee's environment in every industry. For example, employees are at the different places still can communicate by virtual through Microsoft Skype Adobe's Connect or Goggle's Hangouts. Furthermore, message can be send

instantly to colleagues across the world. Moreover, when IR 4.0 happens, it able to change the office culture for example opens offices. Opens offices is useful because employees can create better relationship among one another and can work in a team.

This IR 4.0 wave will affect the three major technology domains such as physical, digital and biological (Vucksanovic, Ugarak, & Korcok, 2016). Because of this revolution, employees especially Generation Y should adapt with the changes of technology. The impact of technology on workplace, both in manufacturing and in communication, will expend the rate of production. Technology in workplace has helped employees became more efficient and productive.

Various studies on work ethics showed that work ethics has positively affected employment performance (Minon, 2018). These work ethics values cannot be doubted because can enhance employees' performance. When employees apply work ethics while working, indirectly it will increase their work performance. This is consistent with the definition of work ethics as employees are responsible with the work given to them (Salahudin, 2016). This shows that employees must be responsible for their tasks stipulated by an organization.

Based on Osibanjo and Akinbode (2015), performance is conduct shown or something done by the employees. To improve employees' work performance, they must observe a work practice that is suited for an organization's objectives. Each organizational goal will influence the ability of employees to achieve the target performance set for them. Therefore, workers will work hard to meet those targets.

The five elements of independent variables are adopted from a conceptual model done by Osibanjo and Akinbode (2015) it has been modified from the original work