

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE &  
POLICY STUDIES**



**FACTORS INFLUENCING JOB SATISFACTION AMONG  
GIG WORKERS AT KOTA BHARU, KELANTAN**

**ANIS SYAHIRAH BINTI MAT HUSSIN**

**2019208152**

**NIK NUR FAQIHAH BINTI MOHD KHUZAIRI**

**2019612752**

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## **ABSTRACT**

The employee relationship with management, compensation and benefit and working environment are the factors that influence job satisfaction among the gig workers. All of these factors also will impact their productivity and performance. The purpose of this study was to understand the relationship between those three factors and job satisfaction between the gig workers in Kota Bharu, Kelantan. The study employed a descriptive-correlation research design with the online survey as the primary data collection tool. The respondents came from the 377 gig workers in Kota Bharu, Kelantan. These 377 gig workers participated in the online survey using a simple random sampling technique. An adapted and modified questionnaire was used to gather data. For the statistical treatment of the study, the mean was used for the responses from gig workers which is to measure their level of job satisfaction towards employee relationship with management, compensation and benefit and working environment. The study also used Spearman rho and Central of tendency (mean) analysis. The study did not give solid evidence of a relationship between factors that influence job satisfaction among gig workers. Thus, it is suggested that future research focuses on a larger area that might contribute to the level of job satisfaction of the gig workers nationwide.

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Lastly, we hope that our research proposal that is produced can gain more knowledge for us and also for the other readers. We also hope the readers and ourselves can use all the positive moral values that are contained in this research proposal that has been produced.

## TABLE OF CONTENTS

<b>Declaration</b>	<b>i</b>
<b>Abstract</b>	<b>ii</b>
<b>Abstrak</b>	<b>iii</b>
<b>Acknowledgement</b>	<b>iv</b>
<b>List of Tables</b>	<b>vii</b>
<b>List of Figures</b>	<b>viii</b>
<b>Chapter 1: Introduction</b>	
1.1 Introduction	1
1.2 Background of study	1-2
1.3 Problem statement	3-5
1.4 Research question	6
1.5 Research objective	6
1.6 Scope of study	7
1.7 Significance of the proposed study	7-8
1.8 Definition of terms, terminology and concepts	8-10
<b>Chapter 2: Literature Review &amp; Conceptual Framework</b>	
2.1 Literature review	11
2.2 Factor influencing job satisfaction	11-17
2.3 Conceptual framework	18-21
2.4 Hypothesis	22-23
2.5 Summary	24
<b>Chapter 3: Research Method</b>	
3.1 Introduction	25
3.2 Research design	25-26
3.3 Unit or level of analysis	26
3.4 Sample size	27-29
3.5 Sampling technique	30
3.6 Measurement/Instrumentation	31-39
3.7 Data collection	40
3.8 Data analysis	41-45
<b>Chapter 4: Findings and Data Analysis</b>	
4.1 Introduction	46
4.2 Descriptive Analysis	47-50
4.3 Preliminary Analysis	51-53
4.4 Main Finding	54-58
4.5 Summary of the Findings	59

## **Chapter 5: Discussion And Conclusion**

5.1	Introduction	60
5.2	Discussion	60-63
5.3	Limitation of Study	64-65
5.4	Recommendation	66-67
5.5	Conclusion	68
<b>References</b>		69-72
<b>Appendix A</b>		73-80
<b>Appendix B</b>		81-83
<b>Appendix C</b>		84-85
<b>Appendix D</b>		86-87
<b>Appendix E</b>		88-89