



**THE EFFECT OF SERVICE ORIENTATION AND
CULTURAL INTELLIGENCE OF TEACHERS
TO STUDENTS' PERFORMANCE:
A STUDY IN SECONDARY SCHOOL IN
SERIAN DISTRICT, SARAWAK, MALAYSIA**

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ABSTRACT

Purpose: The purpose of this study on **THE EFFECT OF SERVICE ORIENTATION AND CULTURAL INTELLIGENCE OF TEACHERS TO STUDENTS PERFORMANCE IN SCHOOL: A STUDY IN SECONDARY SCHOOL IN SERIAN DISTRICT, SARAWAK, MALAYSIA.**

is to determine the level of Customer Orientation and Cultural Intelligence of teachers in schools. The study will also try to establish whether there is a positive relationship between customer orientation of teachers and performance of students in schools. Five secondary schools in the district of Serian, Sarawak was chosen for this study due to the diversity in ethnicity among students and teachers in the schools involved. The schools involved are SMK Serian, SMK Tarat, SMK Tae, SMK Tebakang and SMK Balai Ringin.

Design/Methodology: Presents the results of survey via questionnaire, conducted on 240 respondents which consist of secondary school teachers with diversified backgrounds from five secondary schools in Serian district, Malaysia. The relationship of three variables; Service Orientation, Cultural Intelligence and Students Academic Performance were investigated by using SPSS Version 15.0 (frequency distribution, reliability tests, compare means, One-way ANOVA and Correlations).

Findings: The objectives of this research were to study the relationship between service orientation of teachers and the performance of students in secondary schools. From the analysis and discussion of the data provided, it can be concluded that Service Orientation and Cultural Intelligence of teachers are correlated. The teachers with high level of Cultural Intelligence can affect the Service Orientation of the particular teacher. Data analysis also indicated that both Service Orientation and Cultural Intelligence of teachers can have a significant effect on Customer satisfaction (Student Satisfaction). From the data analysis, we can conclude that a high level of Student Satisfaction does not have any positive and significant effect on the performance of students. We can also conclude that student satisfaction is not an important factor that contributes to the performance of students in school.

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CHAPTER 1

INTRODUCTION

The Malaysian education system does not inculcate the three prerequisites for inter-religious cooperation and relations. We do not live according to the three principles for harmonious relations – recognizing the multi-cultural origins of civilization, inter-religious encounters and showing respect and understanding to the point of the other.

Our education system does not inculcate these three attitudes in us instead tends to polarize us. We have little appreciation for each others' religions and culture (Alatas, 2008).

The statement above shows that our education system so far is not very successful in fostering national unity and cultural understanding among Malaysians. Teachers, being part of the education system are also playing an important part in racial integration and cultural understanding among students who are to become the future leaders of the nation. Thus, it is crucial for teachers to understand the teaching philosophy in order to become actively involved in achieving the goals of uniting Malaysians.

The teacher education programme aims at producing teachers who are: noble in character, progressive and scientific in outlook, committed to uphold the aspirations of the nation, and cherishes the national cultural heritage, ensures the development of the individual and the preservation of a united, democratic, progressive and disciplined society (The Philosophy of Teacher Education, 1982, p. 14).

CHAPTER 2

LITERATURE REVIEW

INTRODUCTION

Terms like market orientation, customer orientation (CO), market-driven or market focused organisation, have been used to describe a type of organisational orientation where customer needs are the basis for planning and designing organisational strategy. These concepts are critical in marketing management theory and practice in organisations and over the last ten years especially, have generated many studies directed at supporting the statement that companies which adopt a CO perspective are more likely to provide quality, contribute to customer satisfaction and attain organizational goals more efficiently and effectively than competitors (see the market orientation-business performance relation meta-analysis by Rodriguez *et al.* (2004)). In addition, it is argued that this type of orientation plays an even more relevant role in service organisations than in other types of companies (Kelley, 1992; Kim and Cha, 2002), indicating the importance of considering employees' behaviour as the basis for introducing this type of strategy (Dobni, 2002).

A number of studies have empirically examined the relationship between market orientation and performance (Despande et al., 1993, Jaworski and Kohli, 1993; Narver and Slater, 1990; Slater and Narver, 1994).