



**THE EFFECTS OF WORKFORCE DIVERSITY ON EMPLOYEE
PERFORMANCE IN GOLDEN SCREEN CINEMAS (GSC)**

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ABSTRACT

The purpose of this study was to investigate the relationships of the independent variables: age diversity, gender diversity and ethnic diversity with dependent variable which is employee performance. In order to provide a guide in the study, three hypotheses were formulated. Data were collected from 97 employees of Golden Screen Cinemas (GSC) in three different branches around Selangor which were IOI City Mall Putrajaya, IOI Mall Puchong and Tropicana City Mall by using the questionnaire. Overall, the study revealed that the level of employee performance of GSC's employee is slightly improving. Results obtained from the correlation analysis revealed that ethnic diversity was weakly related to employee performance. Age diversity and gender diversity were weakest positive related to employee performance. However, even though age diversity was weakest positive, the relationship values are low from other variable relationship values. To conclude, this study investigates the relationship between the employee performance and selected independent variable which is age diversity, gender diversity and ethnic diversity of the study appeared to provide significant results.

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