

EFFECTIVENESS TRAINING TOWARDS JOB SATISFACTION AMONG
EMPLOYEES AT DUTCH LADY MILK INDUSTRIES BERHAD

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ABSTRACT

This research consists of the empirical analysis on the effectiveness of training towards job satisfaction among employees at Dutch Lady Milk Industries Berhad. The primary objective of this study was to investigate whether a relationship exists between effectiveness of training on job satisfaction.

Simple random sampling was employed and a measuring instrument distributed to the respondents, in which 60 questionnaires were returned. An exploratory factor analysis was undertaken and Cronbach Alpha coefficients calculated to assess the validity and reliability of the measuring instrument. Descriptive statistics were calculated to summarize the sample data. Neil J. Salkind correlation analysis was undertaken to establish relationships between the independent variable (effectiveness of training and level of position) and the dependent variable, job satisfaction. The findings of this study show that individuals who attend training give effect on their job satisfaction.

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