UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

EXPLORING THE IMPACT OF WORKPLACE FUN AND JOB SATISFACTION AMONG NON-ACADEMIC STAFF IN UITM CAMPUS SAMARAHAN AND UITM CAMPUS SAMARAHAN 2: A CROSS-SECTIONAL STUDY

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CHAPTER 1

INTRODUCTION

1.1 Introduction

A fun workplace is important since it is a fundamental component of employee satisfaction. A sense of happiness helps people to have a positive mind, enjoy high levels of wellbeing and have better mental health. Fun influences job satisfaction, dedication, creativity, energy, organizational citizenship behavior, and productivity, and negatively absenteeism, anxiety, emotional exhaustion, turnover, and burnout (Tews et. al., 2012 as cited in Müceldili 2016).

A pleasant workplace is one where employees are more dependable and effective. Employees get to communicate with one another and create stronger bonds during enjoyable events, which further helps them to work better as a team because social interaction lowers communication barriers. Fun is a type of medicine that, if taken by employees, improves their morale, productivity, excitement, decreases complaints of boredom, and, most importantly, makes them happy both on and off the job (Soundarapandiyan, K., et al., 2018). For employees, having fun at work is a crucial aspect of job happiness. It promotes improved performance, higher customer satisfaction scores, and employee retention (Attebery, 2017 as cited in M. Zani and Samanol, 2022).

This is supported by past research on some characteristics of fun including fun activities and management support for establishing a fun atmosphere and activities for employees, improving working relationships and increasing involvement in the learning process (Tews et al., 2017, 2014). Workplace fun has recently been recognised as an essential component of organizational life, and scholars have taken an interest in studying it and incorporating it into organizational processes. Happiness strongly correlates with pleasant working success and typically increases measures of success as well as better effects that increase workplace results (Boehm and Lyubomirsky, 2008 as cited in M. Rasli et al., 2017). An employee's tenure can be defined as their length of service (Ng and Feldman, 2013 as cited Woods et. al., 2017), how long an employee has been with his or her current employer, (Copeland, 2019) and the number of years an employee has been with an organization (Ahmad, et. al., 2021). Employment length

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1 Introduction

2.1.1 Brief overview of the importance of job satisfaction in the workplace

The topic of job satisfaction has been a subject of significant scholarly inquiry since the inception of the Hawthorne studies in the 1920s (Mannevuo, 2018; Jung & Lee, 2015). Amidst the current climate of dynamic changes, it has come to the attention of companies that their employees are their most valuable asset (Glen, 2006; Govaerts et al., 2011; Fulmer and Ployhart 2014; Vomberg et al., 2015; Millar et al., 2017 as cited in Culibrk, Delic, Mitrovic and Culibrk, 2018). According to Inuwa's (2016) research, it can be inferred that the workforce is considered as the primary asset of a company, which plays a crucial role in enabling the day-to-day functions and procedures of an enterprise (Mudah, Rafiki, & Harahap, 2014). Thus, it is imperative for the employer to guarantee job satisfaction for the employees within the organization. The phenomenon of job satisfaction has been extensively researched in the field of human resource management and organizational behavior. It is a crucial component of work motivation, which plays a pivotal role in determining an individual's behavior within an organization (Culibrk et al., 2018). Furthermore, it is widely acknowledged that job satisfaction can yield numerous benefits for an organization (Charoensukmongkol, Moqbel, & Gutierrez-Wirsching, 2016). The existing literature suggests that there is a negative correlation between job satisfaction and employees' intention to leave the organization. The impact of job satisfaction on various aspects of employee behavior has been documented in prior research. Specifically, Sony and Mekoth (2016) have noted that job satisfaction is linked to reduced levels of job dissatisfaction, absenteeism, grievance expression, tardiness, and low morale, as well as increased levels of quality improvement and participation in decision making. According to Inuwa (2016), Squires, Hoben, Carleton, and Graham (2015) contended that employee dissatisfaction, while not necessarily leading to job resignation, can have negative effects on the individual, their coworkers, and overall job performance. This is due to the fact that dissatisfied employees may exhibit hostility towards their colleagues, which can

3.2 Research Design

A research design is a blueprint or plan for the collection, measurement and analysis of data, created to answer your research empirical questions. It encompasses research strategies like surveys and case studies or the combination of these strategies, identifying the scope of research, the level of data analysis or the time frame for the research. These aspects are discussed in this section. The researcher has used two types of research design such as survey and a case study.

Firstly, a survey. It is a system for collecting information from or about people to describe, compare or explain their knowledge, attitudes and behavior (Fink, 2003). The survey strategy is very popular in applied research contexts because it allows the researcher to collect quantitative and qualitative data on many types of research questions. Surveys are commonly used in exploratory and descriptive research to collect data about people, events or situations. The researcher will distribute the questionnaire consisting of individual's information such as age, gender, ethnicity, employment status and others. Other than that, the questionnaire involves the factors involving workplace fun such as function, welfare, socialization, relaxation which influences individuals job satisfaction.

Next is, case studies that focus on collecting information about a specific object, event or activity, such as a particular person, department, business unit or organization. In case studies, the case is the individual, the group, the organization, the event, or the situation the researcher is interested in. The idea behind a case study is that in order to obtain a clear picture of a problem one must examine the real-life situation from various angles and perspectives using multiple methods of data collection. Action research is practical and problem-solving in nature. It is based on a cyclic process of action, reflection on the results of action and further action based on this reflection. Action researchers are very often professional practitioners who use this strategy as a means of researching into and changing their own professional behavior. It is thus often highly participative in nature, and it usually involves an examination of the beliefs, values and assumptions that have been contributed to the situation that is being investigated. Action research is often used by researchers and practitioners interested in improving programs and practices, that is, in formative evaluation. In this research, the researcher wants to explore the impact of workplace fun and job satisfaction among non-academic