



FACTORS INFLUENCING JOB PERFORMANCE OF AGENTS IN PRUDENTIAL
ASSURANCE BERHAD AT MELAKA

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ABSTRACT

This research was conducted for the purpose of finding the factors that influence job performance of agents in Prudential Assurance Berhad. The main objective of this research was to determine the factors that influence job performance of agents in Prudential Assurance Berhad. Those factors are reward, training, teamwork, personality traits and leadership. The respondents of this study would be the higher performance of agents in the Prudential Assurance Berhad in Melaka only. In this study, 112 respondents are being chosen and the primary data will be used which is by distributing questionnaires to the respondents. The findings in this study were being tested by reliability analysis which showed that all the independent variables have a good reliability score since the Cronbach's Alpha is more than 0.6. Furthermore, the Pearson correlation revealed that all independent variables which are reward, teamwork, training, leadership and personality traits and they have an influence toward job performance of agents in Prudential Assurance Berhad in Melaka.