

FACTORS OF CHANGE EFFECT ATTITUDES AND  
BEHAVIORS AMONG STAFF AT BANK RAKYAT JALAN  
HANG TUAH MALACCA

Prepared for:  
MISS AFRAH HAYATI BINTI ABDUL RAHMAN

Prepared by:  
NORASIQIN BINTI RAZAK  
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)

UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY OF BUSINESS MANAGEMENT

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## **ABSTRACT**

Attitudes and behaviors requires in change that occur in the organization. It because motivated of employees to maintain their position and membership in a certain organization. In addition attitudes and behaviors is the important management to accept change for successful in organization change. Hence, the main objective of this research is to identify factor of change effect attitudes and behaviors among staff at Bank Rakyat Jalan Hang Tuah Malacca. Besides, researcher also identifies the main factor which effect attitudes and behaviors. The factors are technology change, culture change and environment change. Researcher used questionnaire as a main instrumental in data collection method. Next, data that been collected will be analyzed through using The Statistical Package for Social Science (SPSS) software version 18.0. In general, the results of this research showed that technology change is the most influence rather than culture and environment change toward attitudes and behaviors among staff at Bank Rakyat Jalan Hang Tuah Malacca.

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Faculty of Office Management and Technology  
Universiti Teknologi MARA Malaysia

## **CHAPTER 1**

### **INTRODUCTION**

Factor of change generally may influence attitudes and behaviours among employees. According to Abdul Wahid, Sulaiman, Mohamad Ghazali, Abdul Shukor and Yaty (2005), stated employee behaviours and attitudes is the most important management to accept change for successful in organization change. In fact, factor of change will affect human attitudes and behaviours through their work and job performance in the organization. Based on Guan, Mok, Yam, Chin and Pun (2006) claimed factors of change is a key contributor to innovation performance. Managing attitudes and behaviours during change in organization is important because it will effect their performance especially to people who are work as they communicate and handle multiple of work as well service jobs (such as customer service, human resource and healthcare). Individual with success managing attitudes and behaviours usually tend to perform better in their work performance and outcome as the key variable to job performance in the workplace. This phenomenon leads to the study factor of change effect attitudes and behaviours among staff at Bank Rakyat Jalan Hang Tuah, Malacca. Through this chapter, a detail explanation of background of study, statement of problem, research objectives, and research question, significant of study, limitation of study and definition of term of each element are presented.