ORGANIZATIONAL CULTURE AND WORK PERFORMANCE: A STUDY OF TMpoint ORGANIZATION

AINUN FADZILAH BT MOHAMED SAAID

2006866328

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TABLE OF CONTENTS

ABSTRACT

Organizational culture (henceforth referred to as OC) expresses to what extent the members of organization are willing to support each other and also the goals and development of their organization. Previous research has shown that OC has a considerable influence on employees' behavior and work results. The aim of the research is to explore the relationships between the OC estimations and work performance. The OC estimations involves in this study are 1) Artifacts, 2) Espoused Values and 3) Basic Assumptions.

The purpose of this paper is to explore the relationship of organizational culture on work performance in telecommunication organizations, with special reference to TMpoint, a subsidiary company of Telekom Malaysia Berhad. This research is to seek information on the components of Organizational Culture using Edgar Schein's framework of organizational culture to determine whether it can be a bridge in measuring work performance. The study intends to provide a preliminary understanding on employees (Customer Service Representatives, CSR) behavior at TMpoint organizations. It attempts to relate the CSR behavior such as their appreciation on the artifacts, espoused values within the employees oneself, and their basic assumptions as an employee at TMpoint.

CHAPTER ONE: INTRODUCTION

1.1   Introduction

This chapter will provide an overview as well as an introduction to the subject being studied. The chapter will also include an overview of the organizational culture and background of the organization being studied, namely, TMpoint organizations, a subsidiary of Telekom Malaysia Berhad (TM), the sole communication provider in Malaysia. Regarding the background of the company, among the topics discussed are the functions of TMpoint organizations in bridging the gap between Telekom Malaysia and its customers and the number of daily customers dealt by this organization. The figures are collected from the main outlet of TMpoint organizations in the state of Melaka, namely from TMpoint Gajah Berang.

Besides that, this chapter will also discuss the problems that have been identified in the organizations, and it will focus on the culture of the employees in performing their jobs, because as a service provider, which is intangible in nature, the work performance of the employees plays a very crucial role. The objective of the study and the research questions that arise in achieving the aim of study will also be presented in this chapter.

To provide a better understanding to the subjects that will be presented in this research, the significant of the study and also scope, coverage and limitation of the study will be introduced. Lastly, the introduction chapter will present the definition of terms that will be used in this study.