

**“THE RELATIONSHIP BETWEEN
DEMOGRAPHIC FACTORS AND JOB
SATISFACTION BASED ON MASLOW THEORY
OF NEEDS IN PHILIPS SEMICONDUCTORS
SEREMBAN”**

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TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTER 1: INTRODUCTION	1
1.0 Introduction	2
1.1 Introduction of Company	3
1.2 Background of Study	4
1.3 Problem Statement	5
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Significance of Study	6
1.7 Scope of Study	7
1.8 Limitations of Study	7
1.8.1 Time	7
1.8.2 Data	7
1.8.3 Cost	8
1.9 Definitions of Terms	8
CHAPTER 2: LITERATURE REVIEW	9
2.1 Chapter Overview	10
2.2 Introduction	10
2.3 Job Satisfaction	11
2.3.1 The Importance of Job Satisfaction	13
2.3.2 Factors Affecting Job Satisfaction	13
2.3.3 Factors Influencing Job Satisfaction	14
2.4 Demographic Factors Influencing Job Satisfaction	15
2.5 Maslow Hierarchy of Needs	17
2.5.1 Physiological Needs	18
2.5.2 Safety Needs	19
2.5.3 Needs of Love, Affection and Belongingness	19
2.5.4 Needs for Esteem	19
2.5.5 Needs for Self-Actualization	19
2.6 Mc Clellands Theory of Needs	21
2.7 Alderfer's Hierarchy of Motivational Needs	22
2.8 Theoretical Framework	23
2.9 New Research Model	24
2.10 Conclusion	25
CHAPTER 3: RESEARCH METHODOLOGY	28
3.1 Chapter Overview	28
3.2 Research Design	28
3.3 Data Collection Method	28
3.3.1 Primary Data	28
3.3.1 a. Questionnaire	28
3.3.1 b. Informal Interviews	29

ABSTRACT

Workforce is the most important factor and to maintain sustainable long-term competitive advantage of organization. The purpose of this project paper is to examine the level of satisfaction among the workers in the organization, to examine demographic factors that related to job satisfaction, to identify the factors contributing to job satisfaction based on Maslow Theory of Needs, and to give recommendation and strategies to solve the problem.

Researcher used Descriptive Design and Convenient Non-Probability Sampling for this research. A set of questionnaire was distributed to 100 of respondents in Philips Semiconductors Seremban. When considering job satisfaction, demographic variables should be considered to thoroughly understand the possible factors that lead to job satisfaction and dissatisfaction. The analysis on level of satisfaction has determined satisfaction level of the employee towards their work and organization. Based on 63 usable responses, most of them are satisfied working in Philips Semiconductors Seremban. Researcher has stated several recommendations and suggestions that may be useful to improve organization's strategies in the future.

CHAPTER 1

INTRODUCTION

1.0 Introduction

One aspect of workforce participation is defined as how many employees like or dislike their work and the extent to which their expectation concerning work have been fulfilled. Therefore, understanding job satisfaction is critical to the success of an organization and continues to be a major topic of research interest. (Wan Liam E. Leightley, 2006).

Job satisfaction of an employee is a topic that has received considerable attention by researchers and managers alike. The most important information to have regarding an employee in an organization is a validated measure of his/her level of job satisfaction (Roznowski and Hulin 1992). A better understanding of job satisfaction and factors associated with it helps managers guide employees' activities in a desired direction. Thus, it is fruitful to say that managers, supervisors, human resource specialists, employees, and citizens in general are concerned with ways of improving job satisfaction (Cranny et al, 1992).

According to (Poling 1990), the best predictor of job satisfaction is when the employees' personal values match those of the organization. A workforce with high job satisfaction leads to an improvements in work quality and productivity and leads to satisfied loyal customers. A workforce who dislikes his/her job is more likely to have a higher absenteeism and turnover.