# A STUDY OF THE EMPLOYEE JOB SATISFACTION IN RESPECT OF MERGING CASE OF BANK BUMIPUTRA COMMERCE BERHAD

KHAIRULNAKIAH BINTI SHAM 2000346622

BACHELOR IN BUSINESS ADMINISTRATION (HONS)(MARKETING) FACULTY OF BUSINESS AND MANAGEMENT MARA UNIVERSITY OF TECHNOLOGY MALACCA CAMPUS OCTOBER 2002

### LETTER OF TRANSMITTAL

Khairulnakiah bte Sham Bachelor of Business Administration (Hons) Marketing School of Business and Management MARA University of Technology Alor Gajah Campus

25 October 2002

En. Noor Azam bin Abd. Aziz Advisor of Project Paper (MKT 660) MARA University of Technology Alor Gajah Campus

Dear Sir

#### SUBMISSION OF PROJECT PAPER

I hereby would like to summit my Project Paper entitled "A study of Job Satisfaction Among the Employee in Respect of Merging".

The purpose of this research is to identify the satisfaction of the employee in respect of merging case in Bank Bumiputra Commerce. This study focuses on leadership approaches, impact on merging and the actual idea on the job satisfactions' condition. Based on research findings, conclusion and recommendations had been discussed for organization's further action.

It is hoped that this thesis will meet the requirements of the school.

Yours sincerely,

(Khairulnakiah bte Sham)

### TABLE OF CONTENTS

# Page

LETETR OF TRANSMITTAL	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF GRAPH	vi
LIST OF ABBREVIATIONS	vii
ABSTRACT	viii

### **CHAPTERS**

## INTRODUCTION

Background of the study	1
Theoretical Framework	4
Scope of the study	6
Problem Statement	7
Objective of the study	8
Research Question	8
Significant of the study	9
Limitation of the study	9
Definition of terminology	10

### LITERATURE REVIEW

The definition and concept of merger	11
Problems relates after merging	14
The definition and concept of job satisfaction	16
The Herzberg Theory on job satisfaction and it's characteristic	17
The consequences of Job satisfaction	19
Job satisfaction as dependent variable	21
Organization structure	24
Leadership approach	25

## RESEARCH METHODOLOGY AND DESIGN

.

Research Design	26
Data Collection	26
Sampling and Sampling Technique (s)	29
Data Presentation and Analysis	30

### FINDINGS AND ANALYSIS

Bibliography

Respondents profile	32
Description of objectives	36
The satisfaction on organizational culture	37
The factors, the actual idea and condition of the employee	
in respect of merging	42
CONCLUSIONS AND RECOMMENDATIONS	47
Appendix I	52
Appendix II	55

### iv

.

#### ABSTRACT

# A STUDY OF JOB SATISFACTION AMONG THE EMPLOYEES IN RESPECT OF MERGING CULTURE BY KHAIRULNAKIAH SHAM OCTOBER 2002

#### Advisor, En. Noor Azam bin Abd. Aziz

Recently, job satisfaction among the employees becomes the most crucial subject in implementing the organizations progress. Due to that, this research is carried out on the job satisfaction among the employees in respect of merging case in Bank Bumiputra Commerce. The objectives of the study are (1) to find out employee's job satisfaction on leadership approach on organizational culture in BCB (2) to identify the factors considered on the actual idea and condition of the employee in respect of merging. This project paper consists of five chapters, which brings its own exploration of the topic being investigated. Chapter one is a comprehensive discussion about the company and background of the study. Chapter two is the literature review where the topic and related matters are explain in the progressive of research term. Chapter three is the research methodology and design. It is the explanation of the methods used in the research to gather the related information, which related to the study, the sampling technique, survey instruments and method used to analyze the data. Chapter four contains the findings of the study. The findings of the study also discussed with regards to the problem statements and objective of the study. Chapter five contains the conclusions and recommendations derived from the research. Appendixes and bibliography attached are relevant references and list of books used for references of the study.