



**A STUDY ON FACTORS THAT INFLUENCE EMPLOYEES'
PERFORMANCE IN MARKETING DEPARTMENT AT TELEKOM
MALAYSIA BERHAD SEREMBAN NEGERI SEMBILAN**

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OCTOBER 2009

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, **Faeza Zainal Abidin**, IC number **860414-59-5308**, hereby declare that:

- This work has not been previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and source of my information has been specifically acknowledged.

Signature:

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LETTER OF SUBMISSION

October 2009

The Head of Program
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Sir / Madam,

SUBMISSION OF PROJECT PAPER (MKT661&MKT662)

Attached is the project paper titled "*THE FACTORS THAT INFLUENCE EMPLOYEES' PERFORMANCE IN MARKETING DEPARTMENT AT TELEKOM MALAYSIA BERHAD, SEREMBAN NEGERI SEMBILAN*" to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology, City Campus, Malacca. .

Thank you.

Yours sincerely,

.....

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ABSTRACT

This project paper is about a study *on THE FACTORS THAT INFLUENCE EMPLOYEES' PERFORMANCE IN MARKETING DEPARTMENT AT TELEKOM MALAYSIA BERHAD, SEREMBAN NEGERI SEMBILAN.* The important of this research is to identify the potential factors that will contribute to the performance of employees in Marketing Department at Telekom Malaysia Berhad, Negeri Sembilan and to measure how the employees satisfied with the reward systems, training, leadership and workload at the company. Since the employees' performance is one of the major problem that usually facing by the company, performance improvement should be given priority.

The study was focused to all staffs in that Marketing Department in the company. 50 questionnaires were distributed to the employees by using unstratified random sampling technique. The findings and hypothesis were analyzed by using statistical Package for Social Science (SPSS). The findings shows three of four independent variables have a relationship with employees' performance which is training, reward systems and leadership. Among these three variables, leadership is closed to the employees' performance.

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