



**KEY FACTORS THAT INFLUENCE PERFORMANCE OF WORKERS: A STUDY IN
AN INTER-NATIONAL CORPORATION-(HUMAN RESOURCES DEPARTMENT IN
MEDIA PRIMA BERHAD**

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LETTER OF TRANSMITTAL

30TH OCTOBER 2009

The Head of Program

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MELAKA.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“KEY FACTORS THAT INFLUENCE PERFORMANCE OF WORKERS: A STUDY IN AN INTER-NATIONAL CORPORATION-(HUMAN RESOURCES DEPARTMENT IN MEDIA PRIMA BERHAD)”** to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

(NUR LIYANA BINTI MOHAMAD ARIFIN)

2007151513

Bachelor of Business Administration (Hons) International Business Management



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“DECLARATION OF ORIGINAL WORK”

I, Nur Liyana Binti Mohamad Arifin, (I/C Number: 860606-29-6142)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- 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 sources of my information have been specifically acknowledged.

Signature: -----

Date: -----

ABSTRACT

This study was carried out to determine the key factors that influence employee's performance in Media Prima Berhad (MPB). Besides, this study is to identify the level of performance, to identify the relationship between the factors and the performance, to determine the significance differences in performance among gender and to identify factors that explain the most towards performance. The researcher collected the information from the questionnaires that has distributed to the employees in Human Resources Department in Media Prima Berhad (MPB). The overall finding of this study indicates that there is a significant relationship between factors identified and performance and there is no significant difference among gender towards performance.

From the study, it can be concluded that the factors that influence performance among workers in Media Prima Berhad are two factors, that are performance feedback and workplace incentives, which explain significantly towards performance. Media Prima Berhad needs to do the best strategic management to survive in these markets especially during this unstable economic situation. This company needs to take effective action in order to make their workers perform their best. It is really important because Media Prima Berhad has to compete with their own competitors. So, from this study, it will help us in order to determine and ensure that which factors are mostly influence the performance among workers and to identify the effective actions in order to make all the dreams come true and to achieve our Mission and Vision.

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