

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS CONTRIBUTING TO THE  
ORGANIZATIONAL SUCCESS: A  
STUDY ON AIRASIA BERHAD**

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of the requirements for the degree of

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## AUTHORS' DECLARATION

We hereby declare that the work in this dissertation were carried out in accordance with the regulations of Universiti Teknologi MARA. This submission is entirely our own work, it is original and all the results are of our own, unless otherwise stated or acknowledged as referenced work. This dissertation has not been submitted, in whole or in part, to any other academic institution or non-academic institution for any degree or qualification.

We acknowledge that we have been supplied with the Academic Rules and Regulation for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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## **ABSTRACT**

The purpose of this paper is to identify organization success factors that contributed to the organizational success on Air Asia Berhad. In addition, this study also examined the relationships between the organization success factors which are leadership, organizational culture, reward and recognition, employee engagement and performance management on the successful performance of Air Asia Berhad. Furthermore, strategy that can enhance the successful performance of Air Asia Berhad are recommended. This study used a cross sectional survey research design using a quantitative approach. The population of this study are employees of Air Asia Berhad office Headquarters in KLIA 2, RedQ. In conducted this study, the sampling technique used is non probability sampling which is convenience sampling. The research method involved administering questionnaires survey to 90 employees. Our findings indicated that the result of Anova supported the research hypothesis. However, the result of regression analysis of coefficient which was employed to test the relationship between each organization success factors to the organizational success found that two variables which are leadership and organizational culture did not supported the research hypothesis. Based on the study results it is recommended that organizational leaders should directly engaged with employees and build positive culture in organization.

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