



**ORGANIZATIONAL CULTURE TOWARDS  
ORGANIZATIONAL REPUTATION AT  
EMPLOYEES PROVIDENT FUND'S  
(EPF) HEADQUARTERS**

**TENGGU GHAZIELAH BINTI TENGGU GHAZALI**

**2012561441**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MALACCA CITY CAMPUS**

**JULY 2015**

**ORGANIZATIONAL CULTURE TOWARDS  
ORGANIZATIONAL REPUTATION AT  
EMPLOYEES PROVIDENT FUND'S  
(EPF) HEADQUARTERS**

**TENGGU GHAZIELAH BINTI TENGGU GHAZALI  
2012561441**

**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration  
with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
MALACCA CITY CAMPUS**

**JULY 2015**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
"DECLARATION OF ORIGINAL WORK"**

**I, TENGKU GHAZIELAH BINTI TENGKU GHAZALI**

**920121036272**

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: \_\_\_\_\_

## **TABLE OF CONTENTS**

<b>Page</b>	
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii-iv
ABSTRACT	v
<b>CHAPTER ONE: INTRODUCTION</b>	
1.0 Introduction	1-2
1.1 Background of Study and company	2-5
1.2 Problem Statement	5-6
1.3 Research Question	6
1.4 Research Objective	7
1.5 Significance of Study	7
1.5.1 Organization	7
1.5.2 Future researcher	8
1.5.3 Economics	8
1.5.4 Reseacher	8
1.6 Scope and Coverage	9
1.7 Limitation of Study	9
1.7.1 Insufficient Information	10
1.7.2 Respondents Not Cooperate Very Well	10
1.8 Definition of Term	11
1.8.1 culture	11
1.8.2 organizational culture	11
1.9.3 Denison theory of organizational culture	12
1.9 Research Framework	12
1.9.1 Dependent Variable	12
1.9.2 Independent Variables	12-13
1.10 Conceptual Framework	14
1.11 Hypothesis Statement	15
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.0 Introduction	16- 17
2.1 Denision Theory of organizational culture	18
2.2 Organization culture	19-22
2.3 Organizational reputation	22-23
2.4 Organizational culture and organizational reputation	23

## **ABSTRACT**

This paper develops a model of organizational culture based on four traits of organizational culture which are involvement, consistency, adaptability and mission. These traits are examined through the quantitative studies of EPF's HQ (Head Quarters ) in order to identify their nature of organizational culture towards the organizational reputation at EPF.

This study investigates the relationship between organizational culture and organizational reputation. Employing Denison theory, this study collect the data through questionnaires. Questionnaires was developed using literature review. A total of set completed questionnaires were used in the analysis. The findings from the study revealed that Denison's Cultural traits have significant relationship with organizational reputation at EPF's HQ. The findings provided a useful tool for organizational culture at EPF's HQ as it suggest that culture can be studied as an integral part of the adaptation process and the traits can be a useful yardstick for organizational reputation.

**Keywords:** Denison Cultural Dimension, Organizational Culture, EPF (Employees Provident Fund), Organizational Reputation.