



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN SARAWAK**

**Job Satisfaction, Organizational Commitment and
Turnover Intention among Employees in CKK Fresh Mart
Kuching**

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ABSTRACT

The purpose of this research is to study the job satisfaction, organizational commitment and turnover intention of employees at CCK Fresh Mart Kuching. Sample populations are the staffs of CCK Fresh Mart in Kuching only. The dependent variable in this study is turnover intention while salary and incentives, supervision, promotion opportunity, organizational policy and strategy, relationship with co-workers, public perception and the work itself are independent variables. In addition, the study is also conducted to make improvements on issues of employee turnover in the company. In this study we choose to use a form of nonprobability sampling procedure which is convenience sampling which involves collecting information from members of population who will be conveniently available to provide it. Quantitative research using survey method will be used that involved structured questionnaires to be given to the respondents. Statistical Package for Social Science (SPSS) version 19 will be used to analyze the data and come up with the findings. The findings revealed that the intention to leave is high, the components of job satisfaction which are salary and incentives, promotion opportunity and work itself is the variable that needs to be improved to increase the level of job satisfaction of employees at CCK Fresh Mart. The results also reveal that supervision, working condition and relationship among co-workers are not significantly related to turnover intention. This research is very important as it reveals areas that need improvement and attention by the Human Resource Department. At CCK, people are the ones who generate business income and therefore to retain and managing this human capital is a challenge in order to be competitive in the industry.

DECLARATION

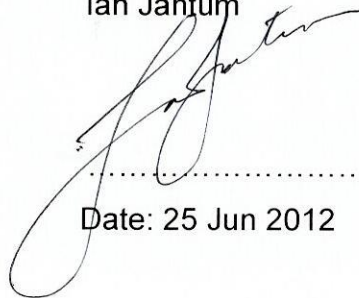
We hereby declare that this Applied Business Report is our independent work and effort except where otherwise stated

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CHAPTER 1

JOB SATISFACTION, ORGANIZATIONAL COMMITMENT AND TURNOVER INTENTION AT CCK FRESH MART

Introduction to the Study

Globalization has brought Malaysia to a borderless world and greater access to global markets allowing countries to increase economic growth and reduce poverty rates. With the growth multiplying, to achieve the highest level of competitiveness, the people in the company are the ones that can make a difference. Hence, most organizations are interested to develop a committed workforce to reduce employee turnover and increase job satisfaction. According to Bavendam (2000), employees with higher job satisfaction levels believe that working in their organization will be satisfying in the long run, that they will care about the quality of their work, and that they will be more committed to the organization. Being a major player in the fresh and frozen food industry in Sarawak, CCK Fresh Mart Sdn. Bhd.(CCK), a subsidiary company of CCK Consolidated Holdings Berhad is in the position to take advantage of the opportunities that Malaysia has to offer.

In a recent interview with the management, they have indicated the challenges of the Human Resources Department to support its expansion program in Kuching. Among the challenges of the Human Resource Department are the issues of high turnover. Indeed the cost of turnover affects the profit of the company as it involves attracting, recruiting, retaining and the result of filling the positions that are vacant. Hence, this research paper would provide information to the management on job satisfaction, organizational commitment and turnover intention of employees at CCK Fresh Mart.