

**UNIVERSITI TEKNOLOGI MARA**

**INTERNAL FACTORS AFFECTING  
JOB SATISFACTION OF PUNB  
EMPLOYEES IN THE INVESTMENT  
DEPARTMENT**

**NURDALILA BINTI ABDUL RAZAK  
NURFARRAHANA AINI BINTI  
BAHREN**

**Dissertation submitted in partial fulfilment  
of the requirement for the degree of**

**Master in Business Administration**

**JULY 2018**

## **ABSTRACT**

Perbadanan Usahawan Nasional Berhad (PUNB) is the organization that offered the services to the entrepreneur such as providing funds, offering consultancy as well as monitoring the business activities. As an employer, PUNB has been providing good perks and benefits to their employees. However, there are some issues that cause dissatisfaction among the employees. Job satisfaction in the organization is crucial to accomplish their mission and vision. Therefore, the objectives of this study are to identify the current situation on job satisfaction, to determine the relationship between job satisfaction, leadership, salary and workload and to provide appropriate recommendations based on the outcomes of the findings. This study employs the quantitative approach where 50 questionnaires were distributed to the staff of Investment Department in PUNB. 46 staffs participated in this study. It is found that workload has a strong positive relationship while salary has a weak positive relationship in affecting the job satisfaction. However, there is no relationship between leadership style and job satisfaction. Thus, it is recommended that in order to reduce dissatisfaction among the employees, PUNB should enhance benefits to the employees and help them in achieving their KPI.

## ACKNOWLEDGEMENT

This research was prepared for the fulfilment of the Masters in Business Administration programme. It is pleasure to express our gratitude to all individuals who have made this study possible. This study would not have been possible without the guidance or our supervisor and also help from friends. We like to express our heartiest appreciation to our supervisor, Dr Azizah Daut who teaches and guides us in completing this study for Applied Business Research (ABR) course. We would like to thank our respondents from PUNB who were very generous in providing their thought and insight in answering our questionnaires. On a more personal note, we would like to express our gratitude to our parents and family members who are always there to give us courage to pursue our goals and provide the emotional support. Also, thanks to all our friends who always have faith in us doing this study, especially at times of failures. Without all their generous support, our study will be lacking in getting accurate information for the development and completion of this study. Above all, we are grateful to the merciful God, the One who gives us the wisdom and strength in completing this study.

## TABLE OF CONTENTS

	<b>Page</b>	
<b>AUTHORS' DECLARATION</b>	<b>i</b>	
<b>ABSTRACT</b>	<b>ii</b>	
<b>ACKNOWLEDGEMENT</b>	<b>iii</b>	
<b>TABLE OF CONTENT</b>	<b>iv</b>	
<b>LIST OF TABLES</b>	<b>viii</b>	
<b>LIST OF FIGURES</b>	<b>ix</b>	
<b>CHAPTER ONE: INTRODUCTION</b>		
1.1	Background of Study	1
1.2	Background of Company	6
	1.2.1 Benefits Offers to Employees	8
1.3	Problem Statement	8
1.4	Research Objectives	10
1.5	Research Questions	10
1.6	Scope of Study	10
1.7	Significance of Study	11
1.8	Limitation of Study	11
1.9	Definition of Terms	11
<b>CHAPTER TWO: LITERATURE REVIEW</b>		
2.1	Introduction	14
2.2	Job Satisfaction	15
	2.2.1 Job Satisfaction Theory	16
	2.2.1.1 Job Characteristics Theory	16
	2.2.1.2 Equity Theory	18
2.3	Leadership Style	20

2.3.1	Transformational Leadership	21
2.3.2	Transactional Leadership	22
2.3.3	Laissez – Faire Leadership	23
2.4	Salary	23
2.5	Workload	25
2.6	Summary	26

### **CHAPTER THREE: RESEARCH METHODOLOGY**

3.1	Introduction	27
3.2	Research Design	27
3.2.1	Purpose of Study	28
3.2.2	Type of Study	28
3.2.3	Unit of Analysis	28
3.2.3	Time Horizon	28
3.3	Sampling Design	29
3.3.1	Target Population	29
3.3.2	Sample Size	30
3.4	Data Sources	31
3.4.1	Primary Data	31
3.4.1.1	Variables and Measurement	31
3.4.1.2	Survey	32
3.4.1.3	Internal Information	32
3.4.2	Secondary Information	33
3.5	Analysis of Data	33
3.6	Techniques and Data Analysis	33
3.5.1	Swot Analysis	34
3.5.2	Tows Matrix	34
3.5.3	Correlation Analysis	34
3.7	Conceptual Framework	35
3.8	Academic Construct	36