



**THE IMPORTANCE OF EMPLOYEE ENGAGEMENT AND STAFF MORALE  
TOWARDS THEIR PERFORMANCE: A STUDY OF MALAYSIA AIRLINES BERHAD  
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**DECEMBER 2015**

**DECLARATION OF ORIGINAL WORK**

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## **ABSTRACT**

The term of employee engagement and staff morale has increased popularity recently. Encouraged positive outcomes of employee engagement and staff morale made organizations developed highly engaged employee and high morale. For airlines industry, it is important to engage employee and increasing staff morale, as they are the ones who have a significant influence on the value, manner and style of the whole organization's quality of day to day performance contributed to the excellence customer service. Therefore, the purpose of this study is to examine the employee engagement and staff morale factors that influenced their performance and what can be done to improve it. The objective is to analyze findings in the existing theory of engagement and morale. The knowledge from the theoretical part of this study and result analysis of the research can be used by HR professionals to address issues regarding the employee engagement and staff morale in the organizations. The research was conducted at Malaysia Airlines Berhad (MAB) Kota Kinabalu. The results of this study have revealed that the correlation analysis for employee engagement and staff morale was highly strong and positively associated with job performances. Therefore, according to the result suggestion and recommendation, the manager or head of department should improve leadership and communication skills and giving recognition and awards to their employees in order to improve performance.