

FACULTY OF ADMINISTRATIVE SCIENCE AND
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EMPLOYEES' PERCEPTION TOWARDS THE
SIGNIFICATION OF GRAPEVINE: A CASE OF
MALAYSIAN AIRLINE SYSTEM (MAS) KOTA KINABALU

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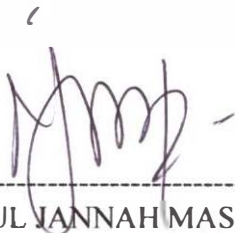
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ABSTRACT

Rumors always exist in any organization. The existence of rumors can lead the organizations increase their performance or vice versa. This study conducted to see is there any correlation between the employees' perceptions towards the significance of grapevine in Malaysian Airline System (MAS) and also the factors that associated with Malaysian Airline System (MAS) employees' perception towards the significance of grapevine. Where, a total of 70 respondents from three levels of job position were selected as samples in this study using judgment sampling techniques. The result of this study is identified that there is no significant between the independent variables with the dependent variables. It means that past experience, management transparency, seniority or tenure and also job position did not have any correlations with the employees' perceptions towards the significance of grapevine. However, it was surprising when the level of education has a strong correlation with the employees' perceptions towards Grapevine. In other words, the highest level of educations of the employees the lower their believes in grapevine. Therefore, it can be concluded that grapevine or rumor is existed in Malaysian Airline System (MAS) organization. Most of the employees need rumors as their other source of information although they know, in some extent rumors is not a believable source. Rumors can be accepted as other ways of getting information, however it must be handled accordingly so that rumors will not ruin the original information.