



**ANTECEDENTS OF ORGANIZATIONAL CITIZENSHIP
BEHAVIOR (OCB) AMONG CUSTOMER SERVICE
EMPLOYEES AT TELEKOM MALAYSIA (TM) ONE
CALL CENTRE.**

AZIEFAH BINTI ROMZI

2016728095

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS
(HUMAN RESOURCE MANAGEMENT)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PERLIS**

JANUARY 2020

ACKNOWLEDGEMENT

In the name of Allah S.W.T. the most merciful, I am the student of Bachelor of Business Administration (Hons.) Human Resource Management (BM243), had finished my final year project paper entitled “Antecedents of Organizational Citizenship Behavior (OCB) Among Customer Service Employees at Tm One Call Centre”. The completion of this study could not have been possible without the participation and assistance of so many people whose names may not all be mentioned.

In completing this study, there are so many limitations that I, myself had to face. Instead of gaining more knowledge and experience, I had improved my skills from the study. In addition, I managed to finish this research in the given time and learnt to be more discipline as I always being assisted by the supervisor time by time. Thus, I had acquired my potential and fostered many other skills while conducting this study.

To show my gratitude, I would like to express deep appreciation and gratefulness particularly to my supervisors, Dr. Ahmad Nizan Bin Mat Noor and Miss Zulaiha Binti Ahmad, who always provide guidelines and assisted me in finishing this study. Both of them had spent such efforts and time in assisting and helping me to complete this study.

Other than that, I also want to thank all of my family and friends who have been there for me throughout this process. You have pushed me to work harder than I thought possible, and to strive for the best. Their endless support and understanding help me to be more motivated. Above all, to the Great Almighty, the creator of knowledge and wisdom, thank you for countless love and support. I am very grateful and appreciated all supports.

ABSTRACT

Organizational citizenship behaviour (OCB) is a major factor that can contribute to the survival of an organization. Therefore, it is crucial for telecommunication and service providers to recognize the factor that significantly and positively which helps to create this favourable behaviour within organization. This study is focusing the antecedents that contribute to OCB among customer service employees at TM One Call Centre. In addition, this study to investigates the relationships between antecedents of perceived organization justice (POJ), perceived organization support (POS), task characteristic and affective commitment, and OCB among customer service employees. The total population was 150 customer service employees working at Telekom Malaysia (TM) One Call Centre. This study used Convenience technique to select sample of 108 employees. A survey conducted among 150 customer service employees. The study used questionnaire to collect the data. The data was analyzed by using regression analysis technique and the results obtained show that two out of four independent variables, task characteristic and affective commitment have a significant relationship with OCB. Meanwhile, two independent variables which is POJ and POS had no significant relationship with OCB. This study had been crucial as for organization to understand how task characteristic and affective commitment affects the OCB and several recommendations were put forth for the practitioners in enhancing the level of OCB by acknowledging the importance of all variables.

Keywords: Organizational Citizenship Behavior, Perceived Organizational Justice, Perceived Organizational Support, Task Characteristic and Affective Commitment

TABLE OF CONTENT

| | Page |
|------------------------|-------------|
| TITLE PAGE | |
| ACKNOWLEDGEMENT | v |
| ABSTRACT | vi |
| LIST OF TABLES | vii |
| LIST OF FIGURE | viii |

CHAPTER 1: INTRODUCTION

| | |
|-------------------------------|---------|
| 1.0 Introduction | 1 |
| 1.1 Background of the Study | 1 – 3 |
| 1.2 Problem Statement | 4 – 7 |
| 1.3 Research Questions | 7 |
| 1.4 Research Objectives | 7 |
| 1.5 Significance of the Study | 8 – 10 |
| 1.6 Scope of the Study | 11 |
| 1.7 Limitations of the Study | 11 – 12 |
| 1.8 Definition of Key Terms | 12 – 13 |

CHAPTER 2: LITERATURE REVIEW

| | |
|---|---------|
| 2.0 Introduction | 14 |
| 2.1 Literature Review | |
| 2.1.1 Organizational Citizenship Behavior (OCB) | 14– 18 |
| 2.1.2 Perceived Organization Justice (POJ) | 18 – 19 |
| 2.1.3 Perceived Organization Support (POS) | 19– 21 |
| 2.1.4 Task Characteristic | 21 – 23 |
| 2.1.5 Affective Commitment | 23 – 25 |
| 2.2 Relationship Among Variables | 25 – 29 |

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter introduces the research topic and gives the background to the research, problem statement, research questions, objectives of research, significance of the research and basic definitions.

1.1 BACKGROUND OF THE STUDY

In an extremely competitive world, the greatest challenge for any organization whether it is service in public or private sector, is to manage and motivate employee in achieving's objective and completing mission of organization to sustaining its competitive advantages. Organizations will be more pressure to be dynamic, efficient, effective, proactive, quick responding, empowering, innovative and team-based (Lapierre & Hackett, 2007). Service sector in Malaysia is one of the main element of economy growth and development (Central Bank of Malaysia, 2007; Department of Statistic Malaysia, 2019; Malaysia Industrial Development Authority, 2013; New Straits Times, 2015; The Star, 2014). For ensuring nation's growth, development and global competitiveness, the ability of employee to respond quickly and effectively to the changing needs of environment in workplace is a crucial factor (Kandan & Ibrahim, 2010). In order to meet these factors, it is significant to employees in the service sector to delivery their organization product and service to the satisfactions of the specific end-user.