



**FACTORS INFLUENCING TM AGENTS' JOB SATISFACTION
IN KOTA KINABALU, SABAH.**

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ABSTRACT

This research determines the factors influencing job satisfaction among agents of TM Sabah in Kota Kinabalu city. Agents play important role in whereby they conduct marketing activities for TM such as selling and promoting products. As the large size of landform in Sabah, the need of agents' specialties is crucial to reach all potential customers since the number of competitors increase.

The study evaluate the three determinants which are monetary reward (commissions), incentives (training), and promotion and advancement as these factors can contribute to the TM agents' job satisfaction.

The data of the research collected by using questionnaire and other secondary data such as published journal article, books, annual reports and sales reports. Due to the small number of population among agents in Kota Kinabalu city, the researcher use census sampling method to obtained primary data.

In Chapter 4, researcher was able to gather all the data analysis and findings. It was found that only monetary reward (commissions) contributed to the TM agents' job satisfaction. It shows that monetary reward (commissions) is an important variable that need to be focused to maintain the agents' job satisfaction for their job performance.

As a conclusion, this research able to give benefits to the organization as well as other service industry. The variable especially monetary reward (commissions) need to be focused more in